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SURVEY OF STATE TRAVEL OFFICES

1982—1983

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The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related business, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows the director to compare his/her office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the tenth annual report in this series.

This report is based upon questionnaires sent to the 48 official state travel office and the comparable agencies in Hawaii, Maine, American Samoa, Guam, the Northern Marianas, Puerto Rico, and the U.S. Virgin Islands. These responses provide a detailed picture of the state travel office operations planned for fiscal year 1982-83. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit complete replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of the report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state travel directors who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public.

Nancy A. Edwards, Research Analyst, supervised this survey. Celestine P. Barnes prepared the tables in this report.

U.S. Travel Data Center
Washington, D.C.
January, 1983

SUMMARY AND ANALYSIS

In June 1982, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 48 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, Maine and five U.S. territories.

The questionnaires covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while others were dropped.

Questionnaires were returned by all state travel offices, with the exception of the Washington Area Convention and Visitors Association. We regret that we did not receive questionnaires from American Samoa, Puerto Rico or the U.S. Virgin Islands. However, we do have total budget figures for two of these territories as will be noted in the budget summary.

The term "state" was used in past surveys to denote all of the travel offices responding to the survey, inclusive of the U.S. territories. In this report, "state" will refer only to the 50 U.S. states, and reference to the territories is separate.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state and territorial travel offices.

General Administration

Forty-eight states and five U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii and Maine, responsibility for travel development rests with privately run, non-profit organizations: the Hawaii Visitors Bureau and the Maine Publicity Bureau. The services performed and programs administered by these two organizations, however, are similar to those of the official state travel offices, and thus they are included in the survey.

In eleven of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system. In eight travel offices, new directors have been appointed since last year. Of these, only three had prior service with the state travel office, averaging 3.4 years. Overall, state travel directors have held their positions for an average of 4.1 years (50)[1], and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 6.1 years (50)[2].

Forty-two travel offices report that they currently have a chief assistant to the travel director. In two of these states, however, the position is vacant. Five of the assistants have been appointed since last year, while the range in length of service for all assistants is from one to 23 years (41), and in 18 states this person is under the state equivalent of the civil service system.

State travel offices vary widely in the size of their staffs. Staff sizes range from three to 131 full-time employees, for an average of 30 (50) full-time employees per office. Thirty-six state travel offices also have part-time employees, ranging in number from one to 44 and averaging 14 per office.

In 44 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. The remaining six travel offices are independent agencies, usually reporting directly to the governor.

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[1] The figures in parentheses represent the number of states providing information for computing the estimates of the total or average. Because there are two tourist development agencies in Texas (see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 19 of the General Administration section for further explanation) an average is used for the summary data in this section. Elsewhere in this report they are summed.

[2] The survey was conducted from mid-June through September, 1982. Since that time, there have been a number of changes in personnel within the state travel offices. For the name of the current incumbent in the positions identified in this report, please contact the state travel office as listed in the "General Administration" tables.

Advertising

Forty-nine states have an individual, usually within the state travel office, responsible for the development of a travel advertising program. In two of these states, this position is vacant. Forty-five travel offices use private advertising agencies, which have been retained for an average of 4.3 years. In one state, the agency had not been selected at the time of the survey, and in another, Maine, the advertising program is developed in-house.

Art, design and layout of advertising materials are the responsibility of a state travel office staff member in 14 states, while in six states, anther division of state government either assists the travel office or totally handles this responsibility.

In 44 states, groups outside the state government, such as travel-related businesses, regional travel organizations, and city convention and visitor bureaus, cooperate with the state travel office on advertising programs. Thirty-seven states offer matching funds programs for groups cooperating on advertising programs. While there are some limitations, the matching formula is generally 50-50.

In 47 states, advertising is at least partially directed toward stimulating inquiries. Forty-six states report a total of almost 9.5 million inquiries received during 1981, or an average of approximately 215,100 (44) each. Forty-six travel offices have a standard fullfillment package, which is sometimes varied by ad or season of the year. Forty-six states also survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

Budget

The size of a travel office's budget is perhaps the best and most visible indicator of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1982-83 total just over $130 million (49), only four percent greater than last year's total budget allocation of $124.7 million (49). Not all states will share in even this amount of budget growth this year. Thirty-five states anticipate larger budgets than in fiscal year 1981-82, 11 states expect lower budgets, three report no change in total funds for travel development, and one state is unable to determine a total budget separate from its department.

Forty travel offices are funded entirely by state general revenues. Other funding sources include lodging tax and gasoline tax receipts, hotel and restaurant license fees, membership dues, publication sales and federal grants.

Anticipated 1982-83 budgets range from a low of $366,350 in Kansas to a high of $12,100,000 in New York. Florida has the second highest budget followed by Michigan and Alaska. The average state travel office budget for 1982-83 is estimated at $2,653,900 (49), up four percent from fiscal year 1981-82 when the average travel office spent $2,545,600 (49) for travel promotion and development. It is interesting to note that more than two-thirds of all the states have a budget less than the mean.

To emphasize the geographic variation in the development of tourism in the U.S., the state travel office budgets are grouped according to the Discover America travel regions indicated in the chart below. This reveals that the Mountain West region has the lowest average budget per state, yet it is growing the fastest, while the regions with the largest average budgets, Eastern Gateway, The South, and the Far West, each posted a decline from the previous fiscal year.

Regions [3]	1982-83 Average Budget Per State	Percent change from 1981-82
New England	$1,706,500 (6)	6.0%
Eastern Gateway	6,730,000 (2)	-2.7
George Washington Country	2,904,400 (5)	6.5
The South	3,433,700 (10)	-6.4
Great Lakes Country	2,730,900 (7)	0.9
Mountain West	1,510,000 (7)	40.0
Frontier West	2,143,400 (6)	8.4
Far West	3,229,100 (6)	-4.7

[3] NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New Jersey, New York. GEORGE WASHINGTON COUNTRY: Delaware, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington.

The U.S. territorial governments of Guam ($1.8 million), Puerto Rico ($10.3 million) and the Virgin Islands ($5.4 million) plan to spend a total of $17.5 million for travel promotion during 1982-83, only a two percent increase over the previous year.

Forty-seven states report proposed 1982-83 advertising budgets totaling nearly $42.2 million or an average of about $937,700 (45) per state. This represents a decline of less than one percent from the 1981-82 average advertising budget of about $943,700 (47).

The amount spent by the state travel offices for advertising shown on a regional basis indicate that the Great Lakes Country region will be spending far less in 1982-83 than last fiscal year, even though the average total budget per state in that region remained relatively flat. The Frontier West region, which had an eight percent increase in budgets overall, will have the largest growth in advertising during 1982-83, while the large increase in spending for tourism in the Mountain West region will only be partially directed toward advertising production or purchase of media.

Regions	1982-83 Advertising Budget Per State	Percent change from 1981-82
New England	$ 176,400 (4)	6.2%
Eastern Gateway[4]	6,800,000 (1)	-12.0
George Washington Country	819,400 (5)	5.5
The South	1,090,600 (10)	10.1
Great Lakes Country	706,500 (6)	-37.2
Mountain West	469,500 (6)	11.7
Frontier West	561,100 (6)	22.4
Far West	1,481,097 (6)	-4.7

[4] New Jersey indicated they will not be spending part of their 1982-83 budget on advertising.

Magazines and newspapers continue to be the preferred media for state travel advertising. Thirty states indicate that they have budgeted for magazine advertising and show an average allocation of $383,900, a substantial increase over last year's average magazine budget of $266,000 (43). In addition, 27 states have budgeted an average of $84,700 for newspaper advertisments. This represents a 10.6 percent decline from the year earlier, however, this may in part be the result of fewer states able to report their media breakdowns at this time.

Twenty-two states plan to allocate part of the advertising budget to radio this year. On the average, these states have budgeted approximately $66,800 each for radio advertising, 31 percent less than last year when eight more states reported using this medium. Nineteen states plan to spend an average of $444,800 for television advertising campaigns, a substantial decline from 1981-82 when 26 states reported spending an average of $522,500 each.

Average expenditure budgets for other items in 1982-83, compared to the previous year, are as follow: Total administration costs up 8.7 percent to an average of $768,000 (37); printing and distribution up 6.8 percent to $344,500 (46); promotion up 15.7 percent to $112,000 (40); press and public relations down 10.1 percent to $53,300 (35); research up 1.7 percent to $37,300 (34); and welcome center construction and operation up 0.7 percent to $209,500 (27).

Additionally, the average state travel office plans to spend $29,100 (32) on package tour development, and $39,500 (22) on solicitation of conventions, both up from the previous year. However, the amount allocated for participation in travel shows declined to $24,400 (37). Forty-one states plan to participate in travel shows this year and expect to attend an average of nine shows each.

Fifteen states report foreign advertising budgets for fiscal 1982-83 averaging $102,900 each, 54 percent of which will be directed to the Canadian market. Twenty-one states have foreign promotion budgets averaging $78,700 per state, and 12 indicated that they would have a foreign press and public relations program, with an average budget of $23,100 per state. In all, states report a total of $3,521,100 directed at the foreign visitor market. This may be considerably understated since a number of states would not report their allocations for this market.

GENERAL PROMOTION

Forty-four states currently have a special travel promotion theme or slogan. Several states actually have more than one slogan, using a specific one for different advertising media.

In-state information centers other than highway welcome centers exist in 22 states, 14 of which report having centers in more than one city.

Thirteen states report operating a total of 28 out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. In addition, 20 states operate information centers outside the U.S., primarily in Japan, Belgium, Canada and West Germany.

Thirty-five states report have one or more toll-free telephone numbers for travel information inquiries. One state maintains a toll-free number during the summer months, and two others provide seasonal information, such as ski conditions, in their states.

State travel conferences were reported by 43 states during 1982, sometimes co-sponsored with other groups. These conferences are concentrated primarily in the spring and fall and usually run from one to three days.

Press and Public Relations

Forty-seven state travel offices have a public relations or press information officer. In 35 states, this person is employed directly by the state travel office.

Most state travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly, and in most cases it is distributed to the general public.

During 1981, 41 states conducted press or travel writers tours. Forty-two states planned such tours in 1982. The number of tours range from one to 55 and average approximately 10 per state (42).

Research

One or more staff members are currently assigned to travel research in 33 states. In eight of these travel offices this is a full-time responsibility.

University or college faculty members conduct research for 16 of the state travel offices. In 11 states, an employee of another state government agency conducts research for the travel office. Twenty-two states retained private research organizations during the previous twelve months and spent an average of $39,800 (17) each on such research.

Forty-one states report having a continuing travel data gathering program. These programs usually involve counts and surveys of welcome center visitation and/or motor vehicle counts, collection of data on travel-related business receipts, and visitation at state facilities and private attractions.

A state travel development policy statement or plan exists in 23 states, and in one other state it is currently being developed.

Respondents were asked to indicate the major problems facing tourism development in their respective states. Most state travel directors mentioned the need to educate their citizens on the importance of tourism for stimulating the local economies, recession, and budget limitations or cutbacks as the main concerns in their states.

Package Tours

Forty-seven states now have programs devoted to package tour development. Eighteen states published and distributed state package tour catalogs during 1981, which contained a total of 1,710 tours or an average of 122 packages per state (14).

Familiarization tours for tour operators and travel agents were hosted by 39 states during fiscal year 1981-82. Forty-five states plan to host such tours this year.

Thirty-seven travel offices report that part of their budget is allocated for the development and promotion of package tours in their state. In addition, 39 states indicate that a member of their travel office staff has been assigned to tour packaging.

Comparative Summary

The table on page 10 summarizes certain characteristics of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states and territories providing the relevant data in each case.

The total state travel office budget in the average state increased by only four percent in fiscal 1982-83, well below the 24 percent increase of the previous year.

Advertising budgets were also stagnant, falling 0.6 percent in the current year, following an increase the previous year of about 11[5] percent. As a result, the state travel office advertising budget has decreased as a share of the total to 35 percent from 37 percent. The average printing and distribution budget grew only seven percent, considerably less than the 26[5] percent increase of the previous year.

The average time in office of the state travel director grew to just over four years as only eight new directors were appointed during this time compared to 22 in the previous fiscal year.

Finally, the average size of the state travel office's full-time staff has remained virtually unchanged over the last three fiscal years, employing approximately 30 persons per office.

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[5] These percent changes have been adjusted to correct for the lack of data from Alaska and New York during 1980-81. These states are two of the largest spenders on advertising, and together contributed $11.4 million to total advertising expenditures in 1981-82 and $11.6 million in 1982-83. In addition, they accounted for $2.8 million in the total printing and distribution budget in 1981-82 and $2.6 million in 1982-83.

Average Characteristics of U.S. State Travel Offices, 1980-83

	1982-83	1981-82	1980-81
Average total budget	$2,653,900 (49)	$2,545,600 (49)	$2,052,600 (49)
Average total advertising budget	$937,700 (45)	$943,700 (47)	$542,400 (45)[6]
Average printing/ distribution budget	$344,500 (46)	$322,400 (47)	$219,000 (46)[6]
Average term of director	4.1 years (50)	3.7 years (49)	4.0 years (49)
Average size of full-time staff	30 persons (50)	31 persons (50)	30 persons (50)

[6] These figures do not include data from Alaska or New York.

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
AL	Alabama Bureau of Publicity & Information 532 S. Perry Street Montgomery, AL 36104-4614 (205) 832-5510	Prof./Mang. Cler./Sec. Welcome Center Laborers TOTAL	9 10 40 3 62	 4 4	Caroline S. Cavanaugh Director	3 years 6 months	3 years 6 months	No*
AK	Alaska Division of Tourism Pouch E Juneau, AK 99811 (907) 465-2010	Prof./Mang. Cler./Sec. Other Welcome Center TOTAL	5 2 7 16	 4 4	Don Dickey Director	1 year	1 year	No
AZ	Arizona Office of Tourism 3507 N. Central Avenue, #506 Phoenix, AZ 85012 (602) 255-3618	Prof./Mang. Cler./Sec. TOTAL	7 7 14	 	John A. Marks Director	1 year	1 year	No
AR	Arkansas Department of Parks & Tourism One Capitol Mall Little Rock, AR 72201 (501) 371-7777	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	7 13 35 9 64	 	Mike Mills Director	1 month	1 month	No
CA	Office of Tourism 1030-13th Street, #200 Sacramento, CA 95814 (916) 322-1396	Prof./Mang. Cler./Sec. TOTAL	4 4 8	 3 3	Barbara L. Klein Director	1 year	1 year	No
CO	Division of Commerce & Development Office of Tourism 1313 Sherman, Room 500 Denver, CO 80203 (303) 866-2205	Prof./Mang. Cler./Sec. TOTAL	2 4 6	 	Hal Haney Director	10 years	30 years	Yes
CT	Connecticut Department of Economic Development Tourism Division 210 Washington Street Hartford, CT 06106	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	2 1 4 7	 26 26	Barnett D. Laschever Director	8 years 7 months	8 years 7 months	Yes
DE	Delaware State Travel Service Delaware Development Office 630 State College Road P.O. Box 1401 Dover, DE 19901 (302) 736-4254	Prof./Mang. Cler./Sec. TOTAL	3 3 6	 	Janice G. Geddes Acting Assistant Director	8 months	4 years	No
FL	Florida Division of Tourism Collins Building Tallahassee, FL 32301 (904) 488-5606	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	23 23 21 51 118	2 2 4	Edward N. Gilbert Director	3 years 2 months	3 years 2 months	No
GA	Georgia Department of Industry & Trade Tourist Division 1400 N. Omni International P.O. Box 1776 Atlanta, GA 30301 (404) 656-3545	Prof./Mang. Cler./Sec. Welcome Center TOTAL	15 15 99 129	 	F. Douglas Weaver Director	2 years	12 years	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Avenue Suite 801 Honolulu, HI 96815 (808) 923-1811	Prof./Mang. Sales Cler./Sec. TOTAL	25 5 43 73	 	Kenneth F.C. Char President	1 year	1 year	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
ID	Economic & Community Affairs Visitor Service Section Room 108, Capitol Building Boise, ID 83720 (208) 334-2470	Prof./Mang. Cler./Sec. TOTAL	2 2 4		Stephen T. Wilson Director	2 years 4 months	4 years 8 months	Yes
IL	Illinois Office of Tourism Department of Commerce & Community Affairs 310 S. Michigan Avenue Chicago, IL 60604 (312) 793-4732	Prof./Mang. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	1 year	1 year	Yes
IN	Indiana Tourism Development Division 440 N. Meridian Street Indianapolis, IN 46204 (317) 232-8860	Prof./Mang. Cler./Sec. Summer intern TOTAL	4 3 7	 1 1	Jan Diggins Director	2 years	5 years	No
IA	Tourism & Travel Division Iowa Development Commission 250 Jewett Building Des Moines, IA 50309 (515) 281-3100	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 1 5	 15 15	Harold P. "Phil" Morgan Director	2 year 9 months	8 years 9 months	No
KS	Kansas Department of Economic Development 503 Kansas Avenue, 6th Floor Topeka, KS 66603 (913) 296-2009	Prof./Mang. Cler./Sec. Welcome Center TOTAL	3 3 6	 1 4 5	Cathy L. Kruzic Director	1 year	1 year	No
KY	Office of Tourism Development Capital Plaza Tower Frankfort, KY 40601 (502) 564-4930	Prof./Mang. Cler./Sec. Welcome Center TOTAL	11 14 9 34	 4 4	Mark Holthaus Executive Director	1 year	1 year 6 months	No*
LA	Louisiana Office of Tourism P.O. Box 44291 Baton Rouge, LA 70804 (504) 925-3850	Prof./Mang. Cler./Sec. Welcome Center TOTAL	13 10 46 69	 16 16	Carnelia Carrier Assistant Secretary	1 year 10 months	1 year 10 months	No
ME	Maine Publicity Bureau 97 Winthrop Street Hollowell, ME 04347 (207) 289-2423	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	4 2 5 8 19	 1 22 23	George J. Storie Director	3 months	1 year	No
MD	Maryland Office of Tourist Development 1748 Forest Drive Annapolis, MD 21401 (301) 269-2686	Prof./Mang. Cler./Sec. Other TOTAL	7 4 11	 3 2 5	Kurt P. Alverson Director	1 year 6 months	1 year 6 months	No
MA	Department of Commerce & Development Bureau of Vacation Travel 100 Cambridge Street Boston, MA 02202 (617) 727-3201	Prof./Mang. Cler./Sec. Welcome Centers Other TOTAL	5 3 7 2 17		Francis J. Shaw Director	12 years 4 months	19 years	Yes
MI	Travel Bureau Michigan Department of Commerce P.O. Box 30226 Lansing, MI 48909 (517) 373-0670	Prof./Mang. Sales Cler./Sec. TOTAL	14 3 11 28	 13 13	Jack S. Wilson Director	8 years	9 years 6 months	Yes

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
MN	Department of Energy, Planning and Development Tourism Division 419 N. Robert Street 240 Bremer Building St. Paul, MN 55101 (612) 296-2755	Prof./Mang. Cler./Sec. TOTAL	7 6 13	 7 7	Hank Todd Assistant Commissioner/ Director	4 years	9 years	No
MS	Department of Economic Development Tourism Division P.O. Box 849 Jackson, MS 39205 (601) 961-4200	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	2 7 5 30 44		George Williams Director	6 years	6 years	No
MO	Missouri Division of Tourism 308 East High Jefferson City, MO 65101 (314) 751-4133	Prof./Mang. Cler./Sec. Welcome Center TOTAL	7 8 18 33	 15 15	Charles Boyd Director	3 years	3 years	No
MT	Travel Promotion Bureau Department of Commerce Helena, MT 59620-0411 (406) 449-2654	Prof./Mang. Cler./Sec. TOTAL	5 3 8	 1 1	John L. Wilson Travel Director	1 year 2 months	2 years 2 months	No
NE	Division of Travel & Tourism Department of Economic Development 301 Centennial Mall South P.O. Box 94666 Lincoln, NE 68509 (402) 471-3111	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 4 1 9	 36 36	Diane Johnston Director	1 year	3 years	Yes
NV	Department of Economic Development Capital Complex Carson City, NV 89701 (702) 885-4322	Prof./Mang. Cler./Sec. TOTAL	1 2 3	 1 1	Ms. Leslie Sluman Director of Tourism	1 year 8 months	1 year 8 months	No
NH	New Hampshire Office of Vacation Travel Department of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P.O. Box 856 Concord, NH 03301 (603) 271-2343 (general information) (603) 271-2666 (travel director)	Prof./Mang. Cler./Sec. Other TOTAL	3 2 1 6	 1 1	Michael Power Travel Director	5 months	5 months	Yes
NJ	Division of Travel and Tourism CN 384 Trenton, NJ 08625 (609) 292-2470	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	7 3 10	 18 14 32	Victoria D. Schmidt Director	2 months	2 months	No
NM	Tourism and Travel Division New Mexico Commerce & Industry Development Bataan Memorial Building Santa Fe, NM 87503 (505) 827-5571	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 4 11 21	 17 17	John R. Adams Director	1 year	8 years 10 months	No
NY	Division of Tourism New York State Commerce Department 230 Park Avenue, Room 866 New York, NY 10169 (212) 949-8429	Prof./Mang. Sales Cler./Sec. TOTAL	10 10 10 30	3 2 5	Natel Matschulat Senior Deputy Commissioner	3 years	3 years	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
NC	North Carolina Department of Commerce Division of Travel & Tourism 430 N. Salisbury Street Raleigh, NC 27611 (919) 733-4171	Prof./Mang. Cler./Sec. Welcome Center TOTAL	10 5 30 45	 8 8	Charles Heatherly Director	1 year 6 months	13 years	No
ND	North Dakota Tourism Promotion 1050 E. Interstate Avenue Bismarck, ND 58501 (701) 224-2525	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	3 2 2 7	 18 18	Mike Foster Tourism Director	1 year 3 months	1 year 3 months	No
OH	Ohio Department of Economic & Community Development Office of Travel & Tourism P.O. Box 1001 Columbus, OH 43216 (614) 466-8844	Prof./Mag. Cler./Sec. Welcome Center (Volunteers) TOTAL	6 9 15	 4 4	Pat Brown Director	2 years 8 months	2 years 8 months	No
OK	Oklahoma Tourism & Recreation Department Division of Marketing Services 505 Will Rogers Building Oklahoma City, OK 73105 (405) 521-2406	Prof./Mang. Cler./Sec. Welcome Center TOTAL	18 13 35 66	 5 35 40	Eugene Dilbeck Director	1 year	5 years 1 month	No
OR	Department of Transportation Travel Information Section 101 Transportation Building Salem, OR 97310 (503) 378-6309	Prof./Mang. Cler./Sec. Welcome Center TOTAL	3 4 7	 1 11 12	Shirley Eads Director	2 years 7 months	2 years 7 months	No
PA	Bureau of Travel Development Pennsylvania Department of Commerce Forum Building Harrisburg, PA 17120 (717) 787-5453	Prof./Mang. Sales Welcome Center TOTAL	5 5 27 37		H. Robert "Skip" Becker Director	3 years	3 years	No
RI	Department of Economic Development Tourist Promotion Division 7 Jackson Walkway Providence, RI 02903 (401) 277-2601	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	4 4 1 9	 4 4	Leonard J. Panaggio Director	30 years 4 months	30 years 4 months	No
SC	South Carolina Department of Parks, Recreation & Tourism Division of Tourism 1205 Pendleton Street Suite 113 Columbia, SC 29201 (803) 758-2536	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	25 7 40 1 73	 13 12 25	Robert G. Liming Director	3 years 6 months	3 years 6 months	Yes*
SD	South Dakota Division of Tourism 221 S. Central Avenue Pierre, SD 57501 (605) 773-3301	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	7 1 3 11	2 5 37 44	Susan Edwards Director	1 year 7 months	1 year 7 months	No
TN	Tennessee Department of Tourist Development 601 Broadway Nashville, TN 37203 (615) 741-2158	Prof./Mang. Sales Cler./Sec. Welcome Center Hotel/Rest. TOTAL	15* 3 23 83 34 158**		Etherage Parker Commissioner	1 year 7 months	1 year 7 months	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
TX HWYS	Department of Highways & Public Transportation* Travel & Information Division 11th & Brazos Streets Austin, TX 78701 (512) 475-3661	Prof./Mang. Cler./Sec. Welcome Center TOTAL	12 3 62 77		Tom H. Taylor Director	22 years	37 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 (512) 475-4326	Prof./Mang. Cler./Sec. TOTAL	7 5 12		Frank Hildebrand Executive Director	19 years	19 years	No
UT	Division of Travel Development Council Hall/Capitol Hill Salt Lake City, UT 84114 (801) 533-5681	Prof./Mang. Other TOTAL	8 6 14	 5 5	J. Phillip Keene III Director	2 years	2 years	No
VT	Agency of Development & Community Affairs Vermont Travel Division 61 Elm Street Montpelier, VT 05602 (802) 828-3236	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 4 7 17	 1 4 5	Donald A. Lyons Director	20 years 6 months	20 years 6 months	Yes
VA	Virginia State Travel Service 202 North Ninth St., #500 Richmond, VA 23219 (804) 786-2051	Prof./Mang. Cler./Sec. Welcome Center TOTAL	11 18 36 65	 5 18 23	Marshall E. Murdaugh Commissioner	11 years 1 month	11 years 1 month	No
WA	Washington Department of Commerce & Economic Development Tourism Development Division 101 General Administration Building Olympia, WA 98504 (206) 753-5600	Prof./Mang. Cler./Sec. TOTAL	5 2 7		William Taylor Assistant Director Department of Commerce and Economic Development	1 year 3 months	1 year 3 months	No
WV	Governor's Office of Economic & Community Development Travel Development Division Room B-564, Capitol Building Charleston, WV 25305 (304) 348-2286	Prof./Mang. Marketing Cler./Sec. Welcome Center TOTAL	2 4 6 19 31	 16 16	Joseph R. Fowler Director	6 years	6 years	No
WI	Division of Tourism Department of Development 123 W. Washington Avenue Madison, WI 53702 (608) (266-2147)	Prof./Mang. Cler./Sec. Welcome Center TOTAL	12 2 12 26	1 26 27	Donald A. Woodruff Executive Director	3 years	3 years	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 (307) 777-7777	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	6 4 1 1 12	 1 1 2	Randall A. Wagner Director	5 years	10 years 3 months	No
CM	Marianas Visitors Bureau P.O. Box 861 Saipan, CM 96950	Prof./Mang. Cler./Sec. Other TOTAL	6 2 11 19	 1 4 5	J.M. Guerrero Managing Director	6 years	6 years	No
GU	Guam Visitors Bureau P.O. Box 3520 Agana, GU 96910 (617) 646-2578 or (617) 646-5279	Prof./Mang. Sales Cler./Sec. Other TOTAL		3 1 2 5 11	Joseph B. Cepeda General Manager	4	3 years	No

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistand	1 year	Yes	Yes	None**	*Cabinet level position; appointed by the governor. **The Bureau of Publicity and Information is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	7 years 6 months	No	No	Department of Commerce and Economic Development	
AZ	Victor L. Heller Deputy Director	2 years 6 months	No	No	None	
AR	Tyler Hardeman Assistant Tourism Director	3 years 1 month	No	No	Arkansas Department of Parks & Tourism	There are five individual divisions. Parks and Tourism is under a 13 member commission. History, Great River Road and Museum Services each have separate commissions. Each division has a director, and the Director of Parks and Tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Susan B. Marshall Deputy Director	2 years	No	Yes	Department of Economic & Business Development	
CO	None	N/A	N/A	Yes	Department of Local Affairs	The Director of the Office of Tourism is reponsible for the creation (by staff) and administration of phases of tourism advertising, publicity and public relations.
CT	Charles Norwood Public Information Supervisor	11 years 8 months	Yes	Yes	Connecticut Department of Economic Development	The Chief Assistant acts as Grant Administrator for 2 one-million dollar bonded state grants program for the Restoration of Historic Assets in Connecticut (for the benefit and enhancement of state tourism). Also works as research assistant, compiling information for updating of current literature and for creation of new tourism publications. In addition, acts as liaison with film and TV industry, providing filming location and appropriate contracts.
DE	None	N/A	N/A	No*	Delaware Development Office	*Secretarial/clerical only are under civil service.
FL	C. Dean Gaiser Assistant Director	9 years 4 months	No	Yes	Florida Department of Commerce	
GA	Hanna Ledford Assistant Director	2 years	Yes	Yes	Georgia Department of Industry & Trade	The Department of Industry and Trade includes divisions that promote economic development through tourism, file location, industrial development and international trade.

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
HI	Eugene T. Cotter Senior Vice President Marketing	7 months	No	No	Department of Planning & Economic Development	Hawaii Visitors Bureau is a private, non-profit company under contract which is responsible for all state tourism promotion.
ID	None	N/A	N/A	Yes	Economic & Community Affairs	
IL	Marjorie Beenders Assistant Managing Director	6 years	Yes	Yes	Department of Commerce & Community Affairs	
IN	None	N/A	N/A	No	Indiana Department of Commerce	
IA	David Kjolhede Assistant Director	5 years 2 months	No	Yes (Clerical staff)	Iowa Development Commission	The Tourism and Travel Division is one division in the state's Economic Development Agency. A Board of 11 commissioners, appointed by the Governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KS	Mary Ellen Reese Assistant Director	1 year	Yes	Yes	Kansas Department of Economic Development	
KY	None	N/A	N/A	Yes*	Economic Development	*Except for four non-merit employees, all employees in the department are covered by state merit system which is equivalent to civil service.
LA	Will G. Mangham Deputy Assistant Secretary	18 years	Yes	Yes	Department of Culture, Recreation & Tourism	
ME	None	N/A	N/A	N/A		The Maine Publicity Bureau is a private, member-supported, non-profit trade association which, by virtue of its matching funds, contracts with the state of Maine, is the marketing and promotion agency of record for the state.
MD	Charles Lehmann Assistant Director	1 month	No	Yes	Department of Economic & Community Development	
MA	Leon B. White Assistant Director	5 years	Yes	Yes	Department of Commerce & Community Development	
MI	Bruce E. McComb Deputy Director	5 years	Yes	Yes	Michigan Department of Commerce	
MN	Vacant	N/A	N/A	Yes	Department of Energy, Planning and Development	
MS	Al Elmore	2 years	Yes	Yes	Department of Economic Development	

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
MD	Jack Plympton Assistant Director	8 years 6 months	Yes	Yes	Department of Consumer Affairs, Regulation and Licensing	
MT	Gary Wunderwald Assistant Chief	4 years 8 months	No	No	Economic & Community Development Division Department of Commerce	
NE	None	N/A	N/A	Yes	Nebraska Department of Economic Development	
NV	None	N/A	N/A	Yes	Department of Economic Development	Under Director of Tourism there is a staff of three all classified state workers.
NH	Vacant Assistant Director for Advertising James Driscoll Assistant Director for Public Relations	N/A 5 years	Yes	Yes	Division of Economic Development Department of Resources & Economic Development	
NJ	Charles E. Geter Chief	5 years	Yes	Yes	New Jersey Department of Commerce	Tourism in New Jersey was upgraded to division level (subcabinet) by a 1977 statute, creating the new position of state travel director.
NM	Ricardo Campos Chief Assistant	10 months	Yes	Yes	New Mexico Commerce & Industry Department	
NY	Edward Allen Assistant Deputy Commissioner, Albany Robert Rosenberg Assistant Deputy Commissioner, New York City Clifford Theiss Deputy Commissioner	3 years 8 months 2 years 6 months 1 year	Yes No No	Yes	Department of Commerce	
NC	Glenn Mays Travel Editor	2 years	No	Yes	North Carolina Department of Commerce	
ND	Terry Harzinski Assistant Director	5 years	Yes	Yes	North Dakota Economic Development Commission	
OH	Bob Stockdale	1 year	No	Yes*	Department of Economic & Community Development	*Only clerical staff.
OK	Vacant	N/A	N/A	Yes	State Tourism and Recreation Department	The Department is organized into five divisions: Marketing Services; Lodges; State Parks; Planning and Development; and Administration Services. Abel L. Hesser is the Executive Director of the Department. The total number of authorized employees is 1,098.

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
OR	Frank Howard Assistant Director	3 years 8 months	Yes	Yes	Oregon Department of Transportation	The Travel Information Section reports to the Assistant Director for Intergovernmental and Public Affairs, who reports to the Director of the Department of Transportation.
PA	Chris Umble Assistant Director	2 years 5 months	No	No	Pennsylvania Department of Commerce	
RI	Robert Wilcox Publicity Specialist	14 years 7 months	No	No	Department of Economic Development	
SC	Marion Culp Assistant Director	8 years	Yes	Yes	South Carolina Department of Parks, Recreation & Tourism	State employees are not under civil service as such. They do have job protection to the extent that after a six-month probationary period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	Mark A. Young Assistant State Travel Director	5 years 10 months	No	Yes	Department of Tourism Commerce	Department reorganization transfers Tourism Division into Department of Commerce, July 1, 1982.
TN	John H. Fisher Deputy Commissioner	10 months	No	Yes	The Department of Tourist Development is a cabinet level department	The Department of Tourist Development is a cabinet level department in the state of Tennessee. Therefore, the state travel director is a Commissioner. His assistant's are: Deputy Commissioner, Assistant Commissioner/Travel Promotion and Director/Welcome Centers and Hotel & Restaurant Inspection. Every employee below the title of Assistant Commissioner, except the Budget Officer, Personnel Director and the Commissioner's secretary, is under civil service. *The Assistant Commissioner and Assistant Director of Hotel & Restaurant and Welcome Centers are included under management. **Includes hostesses for World's Fair booth who work part-time.
TX HWYS	Willis Albarado Director Travel Services	23 years	No	No	State Department of Highways & Public Transportation	The Texas travel and tourism program is shared by two separate, complementary state offices. The State Department of Highways and Public Transportation is responsible for operating the state's 12 highway tourist bureaus, production of the state's family of printed travel literature, production of highway travel information exhibit (InfoBords) located in 103 highway rest areas, production-distribution of travel-oriented audio visuals, and compilation-publication of the state's annual survey of tourist visitors.

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
TX TOUR	John Spragins Director of Programs	12 years 3 months	No	No	None	Tourist development responsibilities are divided between this agency and the State Department of Highways and Public Transportation. Our major responsibility is in the area of marketing while Texas Highways is the supply arm through its collateral program and tourist bureau operation.
UT	Ann King Assistant Director Industry Development	4 months	No	Yes	Department of Community & Economic Development	
VT	David Kaufman Administrative Assistant	4 years	No	Yes	Agency of Development and Community Affairs	
VA	Daniel C. Bartges, Jr. Assistant Commissioner	7 years	No	No	Department of Conservation & Economic Development	Our Board of Conservation and Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	Tom Hynes Industry Development	2 year 2 months	Yes	Yes	Washington Department of Commerce & Economic Development	
WV	Arlene Dodd Assistant Director	5 years 6 months	No	No	Governor's Office of Economic & Community Development	
WI	Milton A. Struss Assistant Executive Director	2 years	Yes	Yes	Department of Development	
WY	Clyde R. Douglass Assistant Director	5 years	No	No	None*	*We are a seperate agency within the executive branch. We have a five member public board of Commissioners appointed by the Governor.
MH	Konrad S. Reyes Assistant Managing Director	3 years 6 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in hands of nine Board of Directors; five appointed by the Governor and four elected from the general membership. The in turn hired the Managing Director who oversees the day-to-day affairs of the Bureau and reports to the Board on their monthly meetings.
GU	Pilar Laguana Deputy Manager	1 month	No	No	None	Other employees consist of: Administrative Assistant, Community Development Programs Coordinator, Visitor Services Officer, Publicity Specialist, Travel Industry Relations Officer, Administrative Secretary, Administrative Aide, Promotion Specialist a General Manager, Duputy Manager and a Promotions Specialist at our Japan Office.

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
AL	Cy Steiner Contracted Ad Agent	Steiner/Bressler Advertising 530 Beacon Parkway, West Birmingham, AL 35209	4	None	None	Travel-related businesses, Regional travel organizations, City convention & visitor bureaus, Chamber of Commerce, Alabama Hotel & Motel Association.
AK	John Farnan Director of Marketing (Development Specialist)	Foote, Cone and Belding/ Honig P.O. Box 3183 San Francisco, CA 94119	1	Yes (Director of Marketing	No	Members of the private sector of Alaska's visitor industry known as Alaska Visitors Association Marketing Council.
AZ	Abe Baum Director of Advertising/ Promotion	Taylor Advertising 1507 Home Federal Tower Tucson, AZ 85701	4	None	None	Regional travel organizations, City convention and visitor bureau.
AR	Mike Mills Director	The Woods Brothers Agency 1001 W. Markham Little Rock, AR 72201	4	Yes	None	Travel-related businesses, regional travel organizations, City convention & visitor bureaus, Council of Ozarks Governors.
CA	None	None	N/A	No	None	Travel-related businesses, City convention and visitor bureaus
CT	Anthony A. Davenport Director of Communications	None	N/A	Yes (Director of Communications)	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
CO	Hal Haney Director	Evans E. Bartholemew 1430 Larimer Square Denver, CO 80202	3	No	None	Travel-related businesses, City convention and visitor bureaus, Dude Ranch Association, Councils of Governments.
DE	Janice C. Geddes Acting Assistant Director	Lyons Studios 200 W. 9th Street Wilmington, DE 19801	1	No	None	Travel-related businesses, Regional travel organizations, city convention and visitor bureaus
FL	Edward N. Gilbert Director	Mike Sloan, Inc. 101 15th Road, S.W. Miami, FL 33129	4	No	None	Travel-related businesses
GA	Ed Spivia Deputy Commissioner Department of Industry and Trade	Rafshoon, Shivers, Vargas and Tolpin (RSVT) Beta Building Two Northside 75 Atlanta, GA 30318	9	No	None	Georgia Association of Broadcasters (public service announcements on radio)
HI	Eugene T. Cotter Vice President of Marketing	Milici, Valenti Advertising, Inc. 700 Bishop Street Honolulu, HI 96813	12	No	None	Travel-related businesses
ID	Stephen T. Wilson Director	W.R. Drake Boise, Idaho	1	Yes (Director)	None	Travel-related businesses.
IL	Bruce H. Boyer Marketing Manager	Lee King & Partners 360 N. Michigan Avenue Chicago, IL 60601	1	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
IN	Elaine Ervin Promotion Manager	The Carlson Co. P.O. Box 80138 Indianapolis, IN 46280	2			

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
IA	Kyle McGonigle Marketing & Promotion Coordinator	Creswell, Munsell, Fultz & Zirbel 727 East Second Des Moines, IA 50306	5	Yes	None	Regional travel organizations.
KS	Cathy L. Kruzic Director	Simon Advertising/Art 822 W. 6th Topeka, KS 66603 Associated Advertising 4601 E. Douglas Wichita, KS 67218	1 1	Yes (Director)	None	Kansas Association of Broadcasters, Kansas Press Association, Convention Visitor Bureaus, Travel Industry Association of Kansas, Travel-related businesses, State Tourism Regions (5)
KY	Mark Holthaus Executive Director	Doe-Anderson Advertising Agency 223 E. Broadway Louisville, KY 40220	3	No*	Department of the Arts	Travel-related businesses, Regional travel organizations, City convention and visitor bureau
LA	Cornelia Carrier Director	Coleman Robertson, Inc 441 Gravier Street New Orleans, LA 70130	2	None	None	Regional travel organizations, City convention and visitor bureaus, Non-profit organizations
ME	Vacant	In-House	N/A	Yes	None	Travel-related businesses, Regional-travel organizations, City convention and visitor bureaus, Chambers of Commerce, Statewide trade associations
MD	Kurt P. Alverson Director	Earle, Palmer, Brown 4733 Bethesda Avenue Bethesda, MD 20814	New	No	None	Travel-related businesses, Regional-county travel organizations
MA	Francis J. Shaw Director	Ingalls Associates 857 Boylston Street Boston, MA 02116 Provandie & Chirurg The Pilot House Lewis Wharf Boston, MA 02210	3 1	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
MI	Sue Callaway Assistant Director, Marketing & Promotion	Ross Roy, Inc. 2751 E. Jefferson Detroit, MI 48207	23	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
MN	Hank Todd Assistant Commissioner/ Director Ginger Sisco Marketing Director	Colle & McVoy 1550 E. 78th Street Minneapolis, MN 55423	New	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Local Chamber of Commerce, Statewide tourism organizations.
MS	George Williams Director	Maris, West & Baker, Inc. 5120 Galazie Drive P.O. Box 12426 Jackson, MS 39211	2	No	None	Regional travel organizations, City convention and visitor bureaus
MO	Charles Boyd Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	1	No	No	

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
MT	Lynne M. Albirght Marketing	Sage Advertising P.O. Box 1142 Belena, MT 59601	14	No	None	Regional travel organizations, Travel-related businesses, Ski area operations
NE	Diane Johnston Director	Miller Friendt Ludemann 801 South 48th Street Lincoln, NE 68510	4	Yes (Partial Staff)	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, county promotion council
NV	Ms. Leslie Sluman Director of Tourism	None	N/A	No	Nevada Magazine (Occasionally)	None
NH	Assistant Director for Advertising	O'Neil, Jalbert, Inc 136 W. Merrimack Street Manchester, NH 03101	New	No	None	Travel-related businesses, Regional travel organizations
NJ	Vacant	None	N/A	Yes	None	
NM	John R. Adams Director	Delgado Advertising & Public Relations P.O. Box 1906 Santa Fe, NM 87501 Chris Nater & Associates 986 Acequia Madre Santa Fe, NM 87501	6 1	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
NY	Natel Matschulat Senior Deputy Commissioner	Wells, Rich & Green 767 5th Avenue New York, NY 10022	5	No	None	Travel-related businesses, Regional travel organization and visitor bureaus, New York League of Theaters and Producers, Domestic and foreign airlines
NC	Charles Heatherly Director	McKinney, Silver & Rockett, Inc. 333 Fayetteville Street Raleigh, NC 27602	6	Yes	None	None
ND	Mike Foster Director	Group 5 90 S. Ninth Street Minneapolis, MN 55402	1	No	None	Regional travel organizations, City convention and visitor bureaus, Resources Conservation and Development Offices
OH	Bob Stockdale Marketing Coordinator	Marchalk Advertising Co. 601 Rockwell Cleveland, OH	3	No	Communications Division	None
OK	Lynette Duggan Advertising Coordinator Susan Harkness Resort Sales Manager	Gordon-Kietzman, Dennis Advertising, Inc. 1330 Classen Oklahoma City, OK 73106	5	Yes	None	Regional travel organizations (Multicounty Association), City chamber of commerce, Convention and tourism bureaus
OR	Shirley Eads Director	Petzold & Associates Inc. 4649 S.W. Macadam Avenue Suite 150 Portland, OR 97201	4	No	Graphics Unit Oregon Department of Transportation	Travel-related businesses, Regional travel organizations, Chambers of commerce, Visitors and convention bureaus

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
PA	Skip Becker Director	Ketchum Advertising Pittsburgh, PA 15222	4	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Fifty-nine county tourist promotion agencies
RI	Leonard J. Panaggio Director	Creamer, Inc. 800 Turks Head Building Providence, RI 02903	8	Yes*	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
SC	Robert G. Liming Director	Leslie Advertising Agency P.O. Box 6168 Greenville, SC 29607	3	No	None	None
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	3	No	Bureau of Administration, Word Processing Central Duplicating	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, other states
TN	Charlotte Davidson Assistant Commissioner	Eric Ericson & Associates 2416 Hillsboro Road Nashville, TN 37212	3	No		Travel-related businesses, Regional travel orgainzation, City convention and visitor bureaus
TX HWYS	N/A*	N/A*	N/A*	Yes	None	N/A*
TX TOUR	Frank Hildebrand Executive Director	Neal Spelce Associates Inc. P.O. Box 1905 Austin, TX 78767	7	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
UT	J. Phillip Keene III Director	Harris & Love 10th Floor Walker Center 19th East 2nd South Salt Lake City, UT 84111* Gardiner Advertising Agency Gardiner Plaza 56 West Fourth South Salt Lake City, UT 84110*	9 4	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus
VT	Donald A. Lyons Director	Kenyon & Eckhardt 1 Boston Place Boston, MA	2	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, State agencies, Federal agencies
VA	Margaret M. Lesniak Director of Advertising	Stuart Ford, Inc. 1108 East Main Street Richmond, VA 23219	3	No	None	Travel-related businesses, Regional travel organization, City convention and visitor bureaus
WA	William Taylor Director	Ehrig Associates 4th and Vine Building 8th Floor Seattle, WA 98121	5	No	None	Travel-related businesses, Eight tourism regions
WV	Sherri O'Dell Director of Advertising & Communications	Fahlgren & Ferris, Inc. P.O. Box 1628 Parkersburg, WV 26101	5	No	Advertising & Communications Division	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
WI	Rae Van Wyhe Advertising Coordinator	Stephan & Brady, Inc. 1850 Hoffman Street Madison, WI 53701	3	No	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Nonprofit tourism organizations
WY	Randall A. Wagner Director	Bryan, Bryan and Black P.O. Box 10236 Cheyenne, WY 82001	6	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, Cooperatives with private and public funded travel marketing and economic development organizations
CM	Managing Director and Advertising Committee	Glimpses of Guam, Inc. P.O. Box 3191 Agana, GU 96910	6	No	None	Travel-related businesses
GU	Pilar Laguana Deputy Manager	Glimpses of Guam P.O. Box 3191 Agana, GU 98910	3	Yes	None	Travel-related businesses, Regional travel organizations, City convention and visitor bureaus, domestic and international organizations
	Setsuko Cullens Promotion Specialist Japan	Dentsu Incorporated 1-11-10, Tsukiji Chuo-Ku, Tokyo 104 Japan	6	No	None	
	Bert Unpingco Special Project Officer	Nitto Advertising Agency Inc. 9-15, 1 Chome, Akasaka Minato-ku, Tokyo, 10?	2	No	None	

ADVERTISING (continued)

State	7. Does State Have Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1981	12. Do You Have A Standard Inquiry Fulfillment Package?
AL	Yes	Figures vary depending on the project. We assist in financing production costs for travel related brochures, etc.*	Yes	Yes**	1,146,[illegible]1	Yes***
AK	Yes	Up to $2,000 per matching grant to local communities for brochures, information centers, and marketing scenic or historic attractions.*	Yes	Yes	500,000 (Approximately)	Yes
AZ	Yes	1/1 up to 4/1 depending on size of community.	Partially	No	155,511	Yes
AR	Yes	2/1	Yes	Yes*	197,268	Yes
CA	No	N/A	No	No*	38,230	Yes
CO	Yes	5 to 1 match private sector to state	Yes	Yes*	160,000	Yes
CT	Yes	80% Private 20% State	Yes	Yes*	850,000	Yes
DE	Yes	50/50	Yes	Yes*	21,000	Yes
FL	No	N/A	Yes	Yes*	385,047	Yes
GA	No	N/A	Yes	Yes*	141,000	Yes
HI	No	N/A	No	No	N/A	No
ID	No	N/A	Yes	Yes*	50,000	Yes
IL	Yes	Up to 60% states; 40% local (or required match).	Yes	Yes*	200,000**	Yes
IN	Yes	State can match up to 50% of cost of promotional project.	Yes* (Partially)	Yes**	N/A	Yes***
IA	Yes	50/50 Hard dollar match	Yes	Yes*	21,900	Yes
KS	No	N/A	Yes	Yes	100,000*	Yes
KY	Yes	50/50 up to a specified amount.	Yes	Yes**	Unknown	Yes***
LA	Yes	50/50 cash	Yes	Yes*	140,947 (mail inquiries)	Yes
ME	Yes	$30,000 1 for 1 contract (over a one year period)	Yes	Yes*	120,000	Yes
MD	Yes	50/50	Yes	Yes*	72,000	Yes

ADVERTISING (Continued)

State	7. Does State Have Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1981	12. Do You Have A Standard Inquiry Fulfillment Package?
MA	Yes	50/50	Yes	Yes*	100,000	Yes
MI	Yes	Depends upon the organization.*	Yes	Yes**	351,035 (Plus bulk requests by Motor Clubs, Agents, etc.)	Yes
MN	Yes	50/50	Yes	Yes*	188,000	Yes
MS	Yes	50/50	Yes	Yes*	68,000	Yes
MO	No	N/A	Yes	Yes*	160,988	Yes
MT	Yes	Equal match	Yes	Yes*	69,590	Yes
NE	Yes (Limited)	*	Yes	Yes**	54,000	Yes
NV	Yes	Need basis	Yes	No	50,000	No
NH	Yes	50/50	No	Yes*		Yes
NJ	No	N/A	Yes	Yes*	125,000	Yes
NM	Yes	50/50	Yes	Yes*	175,692	Yes
NY	Yes (Only for tourism promotion agencies)	50/50*	Yes	Yes**		Yes***
NC	Yes	50/50	Yes	Yes	359,000	Yes
ND	Yes	50% up to $7,000 for Canadian advertising convention advertising and trade shows	Not in all cases	Yes	60,000	No
OH	No	N/A	Yes	Yes*	N/A	Yes
OK	Yes	Match of 1/2 of the allowable expenses of tourism promotion. Total amount available for match is appropriated by state legislature.	Yes	Yes*	141,000	Yes
OR	No	N/A	Yes	Yes*	85,023	Yes
PA	Yes	50/50 on local income; 1/2 on expenditures.	Yes	Yes*	305,000	Yes
RI	Yes	Depends upon the project and its cost.	Yes	Yes**	120,000 (Approximately)	Yes
SC	Yes	Based upon available funds and merits of project, generally 50/50 funding process	Yes	Yes*	358,242	Yes

ADVERTISING (Continued)

State	7. Does State Have Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1981	12. Do You Have A Standard Inquiry Fulfillment Package?
SD	Yes	N/A	Yes*	Yes**	118,196	Yes
TN	Yes	50/50 - Maximum $15,000	Yes	Yes*	241,544	No**
TX HWYS	No	N/A	N/A*	N/A*	265,636	Yes
TX TOUR	No	N/A	Yes (Partially)	Yes*	199,319	Yes
UT	Yes	$15,000 each, 50/50 match 9 regions.	Yes	Yes**	110,520	Yes
VT	Yes	50/50 with 25% of state share retained for "umbrella" program	Yes	Yes*	83,000 (mail only)	Yes
VA	No	N/A	Yes*	Yes**	1,054,742	Yes
MA	Yes	50-50	Yes	Yes	60,000	Yes
WV	Yes	90/10 up to $3,500 per county.	Yes	Yes*	61,452	Yes
WI	Yes	Up to 50%*	Yes	Yes**	82,968***	Yes
WY	Yes*	Up to 50% match not to exceed $10,000 per application.**	Yes	Yes***	118,000****	Yes
CM	No	N/A	No	No	1,500	Yes
GU	No	N/A	Yes	No	5,774	Yes

ADVERTISING (Continued)

State	13. Additional Comments
AL	*Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash, other can be in in-kind service. One-fourth of all printed matter becomes property of bureau of publicity and information. **We evaluate our advertising effectiveness according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studing our success at certain U.S. and Canadian travel shows attendance and also by surveys conducted in Alabama at hotels, air terminals, etc. ***Five types: 1) education; 2) general tourist; 3) camping/hunting/outdoor activities; 4) historical; 5) tour itineraries. We have developed, and are continuing to develop, marketing plans. We base quite a bit of the information on our advertising market as well as the annual "Travel in Alabama" report.
AK	*Also, up to $50,000 for matching grant to local visitor and convention bureaus.
AR	*Conversion studies are conducted based on a sample of the inquiries.
CA	*We did a conversion study for 1980-81 to evaluate the effectiveness of our visitor information program - not advertising. We have no budget for paid advertising. We work with several trade publications to help coordinate an annual California Sales Guide.
CO	*We conduct an annual convention study based on a sample random of all inquiries received and it gives information on size of party, destination, length of stay, etc.
CT	*This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our twelve welcome centers by days and weeks and by the type of inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our Promotional/Public Relations dollars are spent on writing and placing editorial stories and pictures in U.S. newspapers and magazines.
DE	*A conversion study is done on all coupon ads.
FL	*Conversion effectivness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide.
GA	*Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	Co-op advertising is negotiated annually with carriers and hotels serving Hawaii. The Hawaii Visitors Bureau (HVB) developes the ad campaign and co-op participants contribute 50% to media buy for their identification of 50% of the copy.
ID	*We do a random sampling of coupons that are sent in.
IL	*Primarily in Gateway Magazine which is sent to domestic and international travel trade. **These are only the advertising responses serviced by the fulfillment house. It does not include other inquiries directed towards Chicago Travel Information Center, Springfield and Marion offices, etc.
IN	*Some is directed toward inquiries, but most is promotional. **Limited advertising coupon conversion studies. ***There are three different packages. Coupons are coded for a certain pack.
IA	Division will be conducting only in-state advertising this year through the use of PS time in local media. We are in the process of conducting a Market Research Program to identify our out of state markets and will then develop a promotional plan to reach them. This plan's implementation will be targeted for fiscal years 1982-84 depending on budget allocations.
KS	*Approximately 4,000 were direct response to advertising.
KY	*Only for special projects not done by the Advertising Agency. **Coupons placed in ads are coded. When the responses come in, the number of responses per ad are divided by cost of the ad to determine how much each response costs us. ***Individuals requests for specific information are also filled.
LA	*Only source of inquiry tallied for marketing information.
ME	*We analyze the reach, pentration and cost effectiveness of our ads. However, conversion studies are not conducted.
MD	*Conversion study conducted every two years.

ADVERTISING (Continued)

State	13. Additional Comments
MA	*Each inquiry receives a postcard which allows them to comment on their vacation plans and the vacation kit. A toll-free watts line records response to advertising.
MI	*The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. **Inquiries are analyzed by zip code of residence. In addition, samples are periodically selected for administration of a follow-up survey.
MN	*We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for package/group tours. Inquiries from all advertising campaigns are surveyed to determine the return on investment.
MS	*Periodic conversion surveys and cost per inquiry factors are evaluated.
MO	*A coupon conversion study is done each Fall with a random sample of approximately 4,500 responses.
MT	*We conduct an annual conversion study based on a sample of the inquiries received during the year.
NE	*State matching fund-programs are classified as either "Event Marketing Assistance" or "Regional Marketing Assistance." Direct grant funds are taken from limited resources up to 100%. **Beginning fiscal year 1981-82 we are conducting an annual inquiry-conversion study. Prior to this fiscal year, inquiry-conversion studies were conducted biennially with the last one being done in 1978.
NV	State grant monies are available to organizations in rural counties and are authorized by county governing boards.
NH	*Studies are made at different times to survey conversion of inquiries, impressions of the state, etc. These are not made every year.
NJ	*Ads are keyed for data and placement to evaluate volume and "duration" of responses.
NM	*Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.
NY	*With a minimun of $8,000 and a maximun of $150,000 per applicant. Awards over $8,000 may be subject to pro-rate payout of available funds. **Limited conversion studies are conducted with individual print media. A bulk of inquiries are generated on a "800" number placed in TV ads. Our overall campaign is evaluated annual through market research to determine effectiveness in terms of awareness level increase, appeal, etc. ***Inquiry package varies with season and ad campaign.
OH	*We measure the cost per response, subject matter requested and the time of year.
OK	*Conversion studies are made to determine the impact of our advertising program. We have a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring and summer months. Also, we are attempting to keep Oklahomans in the state during their vacations. We are currently expanding our promotional efforts to reach the international market.
OR	*Each year an advertising conversion study is done. We conducted an in-depth survey of respondents to seven advertisements and persons who attend several outdoor sports and recreation exibitions to determine effectiveness of the ads and the expenditures of those who visited.
PA	*Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. It is matched to the media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as tracking information by the Bureau of Travel Development.
RI	*This staff member is part of the Communications Division. **We do not have a complete survey. Spot checks are made to evaluate advertising effectiveness.
SC	*All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.

ADVERTISING (Continued)

State	13. Additional Comments
SD	*Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media, and our making heavy use of television. **Inquiry counts, cost-per-inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip cose are handled by computer.
TN	*The marketing department does a conversion study of our print ads. Major questions that are asked: Did you come? When did you decide where you would go? What magazines do you read. Our mail response has gotten so much heavier in the last three years that we are getting away from ads that encourage a response. Our Fall ads do not have a coupon. We are doing another survey of welcome center guests this summer. We ask our out-of-state visitors if they have seen one of our ads, TV spot, radio, etc. **We do not have a standard package; however, we have a new state travel map which incorporates five of our brochures (State Parks, Historical Sites, Rafting Waters, Attractions, and Golf), cost of map - 8¢; is sent to everyone who just requests general information.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
TX TOUR	*Annual conversion studies, conducted in house, sample 6,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	*Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deals heavily in matching funds from the private sector and is handled as a separate program by the Gardiner Advertising Agency. **Inquiries are surveyed on a periodic basis; spot checks are done through advertising conversion studies on magazines, audience surveys and focus groups for broadcastr.
VT	*We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation ativity preferences.
VA	*Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. **Inquiries are recorded for CPI studies and conversion ratio studies.
WV	*Advertising in direct market are, both within an outside of state, using print media and TV. Our Spring Campaign was an offer of over $1,000 discount coupons. These coupons were offers from private and state facilities. $1.00 per coupon book was charged to cover postage and handling.
WI	*The state will provide matching funds up to 50% for advertising or promotional campaigns to non-profit tourism organizations and tourism regional organizations. **Periodic conversion studies of selected advertising campaigns. ***54,515 mail inquiries and 28,453 phone.
WY	*Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. **The total budget availabe for matching funds during fisical year 1983 is $174,000. ***Conversion studies are done periodically. ****49,000 (advertising response) and 69,000 (general inquiry).
GU	*Cooperative Marketing Policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations; i.e. airlines, tour operations, travel agents, business firms and social organizations are welcomed but must meet the following criterias: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will not qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000.00 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to publication. 6. Participation must he approved by the GVB's Board of Directors which requires that proposals he submitted to the Bureau at least one month prior to commencement of project.

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1981-82	Rank	3. Total Budget for Fiscal Year 1982-83	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	$2,079,000	19	$2,254,193	19	No	1% of the 4% statewide lodging tax	23% (from the gen-fund)	7% state general sales tax 4% state specific tax on lodging
AK	July 1	7,200,000	4	7,600,000	4	Yes	N/A	N/A	3-5% local option tax on lodging
AZ	July 1	1,557,000	27	1,619,000	27	Yes	N/A	N/A	3% state specific tax on lodging
AR	July 1	2,203,864	18	2,356,206	18	Yes	N/A	N/A	3% state general sales tax
CA	July 1	466,250	47	457,300	47	Yes	N/A	N/A	None
CO	July 1	615,116	40	665,116*	40	Yes	N/A	N/A	3% state general sales tax
CT	July 1	501,122	44	643,257	42	Yes	N/A	N/A	7.5% state general sales tax
DE	July 1	471,800	46	572,100	44	Yes	N/A	N/A	6% state specific tax on lodging
FL	July 1	8,237,895	2	9,155,678	2	Yes	N/A	N/A	5% state general sales tax
GA	July 1	3,549,978	14	3,372,040	16	Yes	N/A	N/A	3% state general sales tax 3% state specific tax on lodging*
HI	July 1	4,445,000	7	4,745,000	8	No	Membership 1,309,000 Miscellaneous 220,000	32.2%	4% state general sales tax
ID	July 1	611,000	42	875,000	37	No	Lodging Tax	100%	3% state general sales tax 2%state specific tax on lodging
IL	July 1	3,679,400	13	3,700,000	13	No	Lodging Tax	N/A	6% state general sales tax 5% state specific tax on lodging
IN	July 1	484,923*	45	492,325*	46	Yes	N/A	N/A	4% state general sales tax
IA	July 1	339,142	48	377,995	48	Yes	N/A	N/A	3% state general sales tax 1-7% local option tax on lodging
KS	July 1	267,880	49	366,350	49	Yes	N/A	N/A	3% state general sales tax Up to 2% state specific tax on lodging
KY	July 1	3,531,200	15	3,393,900	15	Yes	N/A	N/A	5% state general sales tax

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1981-82	Rank	3. Total Budget for Fiscal Year 1982-83	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
LA	July 1	$3,872,814	12	$3,207,776*	17	Yes	N/A	N/A	3% state general sales tax Up to 2% local option tax on lodging.
ME	July 1	650,000	38	650,000	41	No	Private sector donations provides one-half of total funding	50%	None
MD	July 1	1,679,688	22	1,841,348	26	Yes	N/A	N/A	5% state general sales tax State specific tax on lodging varies by county
MA	July 1	1,750,000	21	2,000,000	21	Yes	N/A	N/A	6% state general sales tax 5.7% state specific tax on lodging.
MI	October 1	8,000,000*	3	8,100,000**	3	Yes	N/A	N/A	4% state general sales tax 4% state specific tax on lodging
MN	July 1	1,319,704	33	1,315,000	32	Yes	N/A	N/A	6% state general sales tax
MS	July 1	1,673,000	24	1,696,000	24	Yes	N/A	N/A	5% state general sales tax
MO	July 1	1,433,582	29	1,638,017	26	Yes	N/A	N/A	3.125% state general sales tax
MT	July 1	613,548	41	727,767	39	Yes	N/A	N/A	None
NE	July 1	921,960	36	1,199,128	35	No	Lodging tax receipts	85%	3.5% state general sales tax 1% state specific tax on lodging
NV	July 1	*		*		Yes	N/A	N/A	5.75% state general sales tax 6% local county tax on lodging
NH	July 1	1,300,940	34	1,200,000	34	Yes	N/A	N/A	7% state specific tax on lodging
NJ	July 1	1,629,456	25	1,360,000	31	No	Unemployment compensation Auxiliary Fund		5% state general sales tax
NM	July 1	1,338,928	32	1,294,400	33	Yes	N/A	N/A	3.5% state general sales tax
NY	April 1	12,200,000*	1	12,100,000*	1	Yes	N/A	N/A	4% state general sales tax
NC	July 1	3,914,000	10	3,500,000	14	Yes	N/A	N/A	4% state general sales tax

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1981-82	Rank	3. Total Budget for Fiscal Year 1982-83	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
NM	July 1	622,635	39	610,746	43	No	Gas Tax	100%	3% sate general sales tax 2-3% local option tax on lodging
OH	July 1	1,070,432	35	1,118,954	36	Yes	N/A	N/A	4.5% state general sales tax
OK	July 1	3,265,304	17	3,810,337	12	Yes	N/A	N/A	2% state general sales tax
OR	July 1	813,028	37	847,264	38	Yes	N/A	N/A	None
PA	July 1	6,450,000	5	6,750,000	5	Yes	N/A	N/A	6% state general sales tax
RI	July 1	550,000	43	550,000	45	Yes	N/A	N/A	6% state general sales tax 6% state specific tax on lodging
SC	July 1	3,982,518	9	4,891,696	6	No	Excess of admissions tax over $3.5 million	24%	4% state general sales tax
SD	July 1	1,436,705	28	1,642,911	25	No	Motor Fuel Tax	100%	4% state general sales tax
TN	July 1	3,886,200*	11	4,123,300	10	Yes**	N/A	N/A	4.5% state general sales tax
TX HWYS	September 1	2,275,568	8	2,364,139	9	No	*		3% state specific tax on lodging
TX TOUR	September 1	1,719,704		1,767,994		Yes	N/A	N/A	4% state general sales tax 3% state specific tax on lodging
UT	July 1	1,923,300	20	2,045,300	20	Yes	N/A	N/A	5% state general sales tax Up to 3% state specific tax on lodging
VT	July 1	1,342,000	31	1,415,900	30	Yes	N/A	N/A	4% state general sales tax 5% state specific tax on lodging
VA	July 1	3,357,350	16	3,825,300	11	Yes	N/A	N/A	4% state general sales tax
WA	July 1	4,850,000	6	4,850,000	7	Yes	N/A	N/A	5% state general sales tax
WV	July 1	1,674,613	23	1,533,064	28	Yes	N/A	N/A	5% state general sales tax
WI	July 1	1,560,200	26	1,492,100	29	Yes	N/A	N/A	5% state general sales tax

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1981-82	Rank	3. Total Budget for Fiscal Year 1982-83	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
WY	July 1	1,417,334	30	1,927,898	22	Yes	N/A	N/A	3% state general sales tax 1% optional county tax
CM	January	716,400				No	Room Occupancy Tax Beer Container Tax Membership Fees/Contributions Surplus from 1981	67% 10% 11% 12%	7% state specific tax on lodging
GU	October	1,452,906		1,800,000		No	Membership Dues In-Kind Contribution	80% 20%	4% state general sales tax 10% state specific tax on lodging

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
AL	$ 977,936	$ 80,200		Production: $ 146,783 Media Purchase: 339,711	$ 236,000	$ 44,612	$ 14,650	$ 25,000	$ 24,000	Operation: $ 45,152	Travel: $101,691 M&O Expenditures 42,865	Magazine: $ 134,797 Newspaper: 14,822 TV: 62,662 Outdoor: 12,000 (None)*
AK	576,000	39,000	$ 27,000	4,480,000	1,063,000		80,000	80,000	275,000	Operation: 4,000	Travel: 89,000 In-State Awareness: 41,000 Foreign & Misc.: 446,000	Magazine: 2,200,000 Newspaper: 75,000 Radio: 105,000 TV: 2,100,000
AZ	344,200	37,400	25,100	Production: 72,000 Media Purchase: 646,500	374,500	(Included in Admin.)	(Included in Admin.)	3,500	100,000	N/A	Travel: 25,100	Magazine: 252,900 Newspaper: 53,500 TV: 270,000 Outdoor: 6,100 Other: 64,000 (None)
AR	885,849	Included in Other Administrative Costs	199,035	Production: 48,488 Media Purchase: 390,000	Printing: 194,158 Postage: 64,450	Included in Other Administrative Costs	Included in Other Administrative Costs	M&O only 15,010*	307,195	Operation: M&O only 41,096**	Travel: 58,583	Magazine: 222,300 Newspaper: 120,900 Radio: 35,100 TV: 11,700 (None)
CA	229,179	11,675	32,980	N/A	121,112	7,500	25,284	20,300	None	None	Travel: 18,220	N/A (None)
CO	142,501			Production: 26,100 Media Purchase: 285,800	115,116		5,000				Travel: 4,000 Operating: 37,592	Magazine: 223,000 Newspaper: 19,900 Radio: 43,800 (None)
CT	159,867	(Agency Overhead)		Media Purchase: 60,000	86,965	2,000	126,000		N/A	Operation: 60,000	Travel: 6,290	N/A Less than 10%
DE	145,000	N/A	37,200	Production: 20,000 Media Purchase: 100,000	38,000	28,200	10,000	1,200	75,000	N/A	Travel: 12,000 Capital Expenditures: 5,000	Magazine: 90,000 Newspaper: 10,000 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
FL	$1,694,642	N/A	$1,088,973	Production: $ 202,802 Media Purchase: 3,100,000	$655,150	$756,200		$300,00			Travel: Included in Administrative Costs Contracts: $292,148 Film and Exhibits: 100,000 Operating Catital Outlay: 47,980	Magazine: $1,035,000 Newspaper: 106,000 Radio: 107,000 TV: 1,612,000 Other: 240,000 (None)
GA	1,895,591	Included in Welcome Center	95,205	514,000	306,000	74,815	Included in Promotion	16,000	$ 92,500	$360,000	Travel: 100,622 Other: 92,205	Magazine: 225,390 Newspaper: 16,990 Radio: 44,915 Outdoor: 44,000 Other: 152,705 (None)
HI	1,452,100	241,000	205,000	Production: 143,000 Media Purchase: 1,307,000	328,600	411,850	56,100	152,300			Travel: 83,200 Meetings & Conventions: 52,050 Membership: 12,800	Magazine: 26,800 Newspaper: 81,700 Radio: 58,400 TV: 1,183,100 Other: 100,000 (None)
ID	121,000	22,000	9,000	Production: 25,000 Media Purchase: 200,000	125,000	30,000	50,000	10,000			Travel: 9,000 Private Sector Advisory Committee 11,000	Magazine: 158,000 Newspaper: 42,000 (2%)
IL	495,000	Included in Other Admintive Costs	511,000	Production: 175,000 Media Purchase: 875,000	644,000	31,000	667,500	71,000	427,000	Operation: 82,100	Travel: 48,000	Magazine: 305,000 Newspaper: 44,000 TV: 326,000 (33%)
IN	140,836		8,555	Included in Promotion	Included in Promotion	220,832	Included in Promotion	None	100,000*	None	Travel: 14,700	N/A (None)**
IA	161,292	10,079	31,771	Production: 3,500	53,000	10,500	9,500	1,500	31,500	Operation: 11,000	Travel: 15,500	N/A (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
KS	$ 71,056	$ 15,328	$ 2,000	Production: $ 22,750 Media Purchase: 15,750	$107,815	$ 9,938		Special Funding		Operation: $ 3,500	Travel: $ 19,743	Magazine: $ 2,750 Newspaper: 3,000 TV: 10,000 (95%)
KY	577,600	75,000	522,936	Production: 100,000 Media Purchase: 875,000	300,000	115,000	$ 75,000	$ 80,000	$360,000	Operation: 30,000	Travel: 50,000 Other: 370,664	Magazine: 250,000 Radio: 250,000 TV: 250,000 Other: 125,000 (40%)
LA	1,162,919	22,954	224,645	Production: 395,908 Media Purchase: 318,872	619,839	249,860	20,000	7,040	200,000	Operation: 83,273	Travel: 50,333 Non-Recurring Expenses: 522,000	Magazine: 213,361 Newspaper: 75,669 Outdoor: 20,862 Other: 8,890 (None)
ME	150,000	10,000	100,000	Production: 10,000 Media Purchase: 120,000	100,000	15,000	15,000	2,500	2,500	Operation: 120,000	Travel: 5,000	Magazine: 30,000 Newspaper: 60,000 Radio: 10,000 TV: 10,000 Other: 10,000 (10%)
MD	293,120		51,647	Production: 78,400 Media Purchase: 408,661	183,680	40,000	38,000	68,000*	250,000	Construction: 90,000* Operation: 279,417	Travel: 44,070 Misc. Promotion: 12,693	Magazine: 93,344 Newspaper 315,317 (35%)
MA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	750,000	N/A	N/A	N/A (None)
MI	951,000	50,000	52,000	4,588,000	900,000	60,000	120,000	60,000	1,160,000		Travel: 59,000	Magazine: 300,000 Newspaper: 200,000 Radio: 1,000,000 TV: 3,076,000 Outdoor: 12,000 (16%)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
MN	$ 263,886	$40,000	$ 48,620	Production: $112,195 Media Purchase: 232,805	$290,000	$101,198	$ 6,000	$ 5,000	$210,000	N/A	Travel: $ 10,000	Magazine: $ 33,466 Newspaper: 11,783 Radio: 87,556 (36%)
MS	576,685	N/A	102,138	Production: 218,843 Media Purchase: 119,157	160,000	15,000	10,000	10,000	175,000	Operation: 220,000	Travel: 66,177	Magazine: 56,092 Radio: 10,000 TV: 31,000 Outdoor: 22,065 (25%)
MO	425,774	N/A	48,788	Production: 69,070 Media Purchase: 441,950	300,000	18,000	Included in Travel	25,000	N/A	Operation: 62,000	Travel: 43,000	Magazine: 133,100 Newspaper: 89,500 Radio: 60,000 TV: 122,400 Other: 36,950 (25%)
MT	150,140	8,100	26,620	Production: 39,118 Media Purchase: 221,670	110,500	7,000	28,000	N/A	N/A	N/A		Magazine: 125,000 Radio: 65,000 Outdoor: 20,000 Other: 11,670 (None)
NE	209,430	N/A	29,720	Production: 77,730 Media Purchase: 373,940	50,000	25,000	15,000	2,000	70,000	Operation: 10,000	Travel: 25,000 Contractural services: 34,140	Magazine: 225,500 Newspaper: 45,660 Radio: 90,000 Outdoor: 8,100 Other: 4,680 (1%)
NV	N/A	N/A	N/A	Production: 10,000 Media Purchase: 30,000	48,256	N/A	N/A	N/A	N/A	N/A	Travel: 7,750 Operating Expenses: 2,500	Magazine: 30,000 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
NH	$ 110,354	N/A	N/A	$ 400,000	$174,643	$ 85,526	$ 41,175	$ 4,425	$348,560	N/A	Travel: 5,400 Parks Promotion, Branch Offices, Personnel Separation Costs: 130,857	N/A (None)
NJ	322,085	23,418	117,819	Production: 109,382 Media Purchase: 721,381	185,373		84,831				Travel: 20,167 Governor's Ethinic Advisory Council 45,000	Magazine: 91,583 Newspaper: 159,182 Radio: 815 TV: 453,551 Outdoor: 5,827 Other: 10,423 (30%)
NM	392,028	10,348	370,564	Production: 8,222 Media Purchase: 197,077	225,297	Included in Other Administrative Costs	Included in Other Administrative Costs	5,000	100,000	Operation: Included in Other Administrative Costs	Travel: 30,392	Magazine: 182,328 Newspaper: 8,868 Radio: 5,881 (None)
NY	N/A	N/A	N/A	6,900,000	1,700,000	175,000	350,000	150,000	2,100,000	N/A	Other: Misc. Services and Contractual Services: 625,000	N/A
NC	409,000	4,000	33,000	Production: 100,000 Media Purchase: 1,400,000	500,000	25,000	30,000	6,000	94,000	Construction: 150,000 Operation: 700,000	Travel: 35,000 1982 World's Fair: 414,000	Magazine: 750,000 Newspaper: 650,000 (None)
ND	161,672	19,000	35,097	Production: 35,000 Media Purchase: 150,000	85,696	7,000	5,000	7,900	40,000	Operation: 3,500	Travel: 21,770 Computor: 5,000 Postage and Communication: 46,000	Magazine: 115,000 Newspaper: 15,000 Radio: 10,000 Other: 10,000 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
OH	$ 300,000	$100,000	$ 30,432	Production: $ 100,000 Media Purchase: 400,000	$ 85,000	$ 5,000	$ 15,000	$ 20,000	None	None	Travel: $ 15,000	Magazine: $ 500 Newspaper: 90,000 Radio: 9,000 TV: 300,000 Other: 500 (60%)
OK	1,248,268	93,440	94,991	Production: 106,000 Media Purchase: 547,000**	476,768	25,000	18,000	13,265	355,000	Construction: 75,000 Operation: 103,468	Travel: 87,104	Magazine: 114,000 Newspaper: 50,000 Radio: 6,000 TV: 184,000 Outdoor: 15,000 Other: 75,000 Trade Agreements: 130,000*** (55%)
OR	160,021	27,500	32,942	Production: 111,669 Media Purchase: 196,746	157,000	4,400	4,000	5,750	N/A	Operation: 95,000 (Seperate budget)	Travel: 10,500 Graphics, photo, other services and supplies: 7,500	Magazine: 145,862 Newspaper: 6,936 Radio: 8,618 TV: 32,430 Outdoor: 2,900 (None)
PA	783,000	12,000	89,400	Production: 185,300 Media Purchase: 1,062,106	46,000	775,700	27,870	30,000	3,267,000	Operation: 20,000	Travel: 28,000 Postage: 197,000	Magazine: 45,700 Newspaper: 83,154 Radio: 235,572 TV: 663,875 Outdoor: 15,157 Other: 19,852 (47%)
RI	146,171	*	*	Production: 25,000 Media Purchase: 74,173	*	*	*	*	*	*	Travel: *	Magazine: 50,970 Newspaper: 23,203 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
SC	$1,049,472	$ 4,000	$118,993	Production: $ 40,000 Media Purchase: 658,321	$393,932	$ 50,000	$ 8,000	$ 12,000	$617,619	Operation: $105,000	Travel: $ 56,486 Canada-Festival: 85,000 European Market: 87,095 Special Promotions: 696,600	Magazine: $ 334,782 Newspaper: 48,766 TV: 274,773 (None)
SD	382,929	14,524	190,555	Production: 73,928 Media Purchase: 412,930	251,161	14,600	33,799	10,000	N/A	Operation: Included in Personal Services	Travel: 52,279	Magazine: 204,390 Newspaper: 7,382 Radio: 9,460 TV: 184,224 Other: 7,474 (2%)
TN	1,621,900	132,500	55,900	940,350***	252,400	50,000 (Trade & Travel Shows only)	Included in Advertising and Promotion	10,450	135,000	Construction: 150,000 Operation: 96,800	Travel: 206,300 Postage, Equipment and Supplies: 157,400 Grants: 63,800	Magazine: 368,412 Newspaper: 139,356 Radio: 15,000 TV: 48,000 Outdoor: 35,413 Other: 334,169 (10.5%)
TX HWYS	N/A**	N/A**	N/A**	N/A**	798,859	N/A**	N/A**	N/A**	None	Operation: 1,476,699	N/A**	N/A** (N/A)**
TX TOUR	271,620	45,000	38,757	Production: 95,500 Media Purchase: 528,250	540,000	86,000	75,000	32,577	None	None	Travel: 45,000 Board per diem: 3,000 Membership Dues: 4,000	Magazine: 523,250 Newspaper: 5,000 (35%)
UT	335,865	N/A	122,970	866,000	183,515	13,550	25,300	50,000	135,000	Operation: 166,100	Travel: 25,000	Magazine: 285,299 Radio: 139,125 TV: 221,336 Outdoor: 183,676 Other: 36,564 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
VT	$ 273,900	$ 33,100	$ 68,000	Production: 40,000 Media Purchase: 335,000	$227,000	$ 92,000	$ 7,000	$ 1,000	$250,000	Construction: Operation: **	Travel: $ 15,000	Magazine: $ 117,000 Newspaper: 77,000 Radio: 36,000 TV: 105,000 (1%)
VA	N/A	N/A	899,750	Production: 146,700 Media Purchase: 1,375,250	460,650	N/A	N/A	25,000	N/A	Operation: 450,000	N/A	Magazine: 649,000 Newspaper: 269,250 Radio: 7,000 TV: 440,500 Other: 9,500 (None)
WA	160,000			Production: 220,000 Media Purchase: 2,600,000	115,000	30,000	10,000	50,000	480,000	Operation: 160,000	Travel: 25,000	Magazine: 714,000 Newspaper: 86,000 Radio: 163,000 TV: 1,400,000 Outdoor: 57,000 Other: 180,000 (20%)
WV	433,420	21,060	159,791	Media Purchase: 506,693	144,669	29,000	10,000	15,000	211,640	Operation: Included in Travel	Travel: 39,840	Magazine: 75,000 Newspaper: 85,000 Radio: 135,000 TV: 211,693 (15%)
WI	402,300	35,500	147,000	Media Purchase: 267,300	125,900	40,400	18,300	N/A	105,000	Operation: 364,000	Travel: 29,500 Postage: 25,000	Magazine: 24,800 Newspaper: 191,700 Other: 50,800 (8.4%)
WY	272,282	33,997	30,869	Production: 31,000 Media Purchase: 339,045	449,536	89,714 **	Included in Promotion	2,500	100,000	Operation: Included in Rent & Utilities	Travel: 68,391	Magazine: 250,000 Newspaper: 25,000 Radio: 25,000 Co-ops & Trade: 39,045 (None)

BUDGET (Continued)

8. Breakdown of 1981-82 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1981-1982 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
CM	$210,565	None	$ 36,148	Media Purchase: $ 82,000	$ 24,000	$196,260	$ 35,700	None	None	None	Travel: $ 49,678 Other: 81,050*	Magazine: $ 82,000 (None)
GU	229,883	$29,032	81,900	Media Purchase: 336,000	160,000	150,000	116,000	18,000	None	None	Travel: 23,500 Other: 324,000*	Magazine: 111,000 Radio: 50,000 TV: 100,000 Other: 75,000 (None)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
AL	$1,150,442	$ 67,408	N/A	Production: $ 193,412 Media Purchase: 379,111	$104,600	$ 35,731	$ 37,000	N/A	$ 24,000	Operation: $ 32,000	Travel: $ 15,000 Transportation and other operational expenditures: 215,469	Magazine: $ 144,797 Newspaper: 24,822 Radio: 124,830 TV: 72,662 Outdoor: 12,000 (None)*
AK	655,000	N/A	N/A	4,800,000	850,000	24,000	300,000	150,000	275,000	Operation: 4,000	Travel: 98,000 Instate awareness: 55,000 Foreign & Misc.: 389,000	Magazine: 2,611,000 Newspaper: 100,000 TV: 2,089,000 (1%)
AZ	371,400	37,400	75,600	Production: 65,000 Media Purchase: 653,300	383,300	Included in Administrative Cost	Included in Administrative Cost	5,100	100,000	None	Travel: 28,300	Magazine: 259,400 Newspaper 69,600 TV: 261,500 Outdoor: 15,400 Other: 47,600
AR	993,941	Included in other Administratie Costs	217,868	Production: 30,000 Media Purchase: 400,000	Printing: 199,967 Postage: 77,000	Included in Other Administrative Costs	Included in Other Administrative Costs	6,915*	307,195	Operation: 57,656**	Travel: 65,664	Magazine: 228,000 Newspaper: 124,000 Radio: 36,000 TV: 12,000 (None)
CA	223,492	12,428	N/A	None	140,870	5,000	29,240	13,760	None	None	Travel: 32,500	N/A (None)
CO	154,294	N/A	N/A	N/A	115,116	N/A	5,000	N/A	N/A	N/A	N/A	N/A (None)
CT	171,057	(Agency overhead)	N/A	Production: 5,000 Media Purchase: 65,000	130,000	3,000	200,000	In-house	None	Operation: 64,200	Travel: 5,000	N/A (Less than 10%)
DE	156,300	N/A	31,300	Production: 10,000 Media Purchase: 90,000	69,500	35,000	5,000	4,200	150,000	None	Travel: 12,800 Capital expenditure: 5,000 George Washington County: 3,000	Magazine: 80,000 Newspaper: 6,000 Outdoor: 4,000 (None)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
FL	$1,811,659	N/A	$954,643 (Includes Travel)	Production: $ 300,000 Media Purchase: 4,040,302	655,150	756,200	N/A	300,000	N/A	N/A	Film & exhibits: 100,000 Contract: 212,148 Operating capital outlay: 25,576	Magazine: $ 1,802,124 Newspaper: 36,030 Radio: 176,000 TV: 2,026,148 (None)
GA	2,106,681	Included in Welcome Center	43,107	313,800	239,500	70,200	Included in Promotion	15,960	95,000	338,755	Travel: 106,530 Other: 43,107	N/A (None)
HI	1,662,500	258,825	244,300	Production: 75,000 Media Purchase: 650,000	433,000	953,325	82,900	134,900	N/A	N/A	Travel: 78,100 Mettings and Conventions: 159,350 Membership: 12,800	N/A (None)
ID	138,000	25,000	5,000	Production: 25,000 Media Purchase: 220,000	270,000	100,000	47,000	20,000			Travel: ~~17,000~~ Private Sector Advisory Committee 8,000	Magazine: 208,000 Newspaper: 12,000 (None)
IL	*	*	*	*	*	*	*	*	*	*	*	* (*)
IN	142,529	None	15,708	Included in Promotion	Included in Promotion	219,988	Included in Promotion	None	100,000*	N/A	Travel: 14,100	N/A (None)**
IA	193,365	10,630	35,000	Production: 3,000	55,000	13,000	5,750	1,750	31,500	Operation: 11,500	Travel: 17,500	N/A (None)
KS	97,708	50,042	6,500	Production: 22,275 Media Purchase: 20,000	120,000	11,329	N/A	Special funding	N/A	Operation: 12,642	Travel: 22,059 Contractual services: 3,795	Magazine: 1,000 Newspaper: 500 Radio: 2,500 TV: 15,000 Outdoor: 1,000 (95%)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
KY	601,000	80,000	500,000	Production: 173,124 Media Purchase: 734,876	325,000	125,000	90,000	80,000	360,000	Operation: 40,000	Travel: 50,000 Other: 294,900	Magazine: 171,634 Newspaper: 30,794 Radio: 270,980 TV: 238,892 Other: 22,576 (31%)
LA	1,217,398	22,954	286,828	779,210	343,377	200,000	20,000	7,040	200,000	Operation: 80,636	Travel: 50,333	N/A (None)
ME	150,000	10,000	100,000	Production: 10,000 Media Purchase: 120,000	100,000	15,000	15,000	2,500	2,500	Operation: 120,000	Travel: 5,000	Magazine: 30,000 Newspaper: 60,000 Radio: 10,000 TV: 10,000 Other: 10,000 (10%)
MD	303,710	N/A	49,780	Production: 135,368 Media Purchase: 454,341	197,532	46,000	42,000	10,000	250,000	Operation: 279,417	Travel: 48,500 Other: 24,700	N/A** (35%)
MA									1,000,000			(30%)
MI	95 [illegible]	[illegible]0,000**	60,000**	Production: 350,000** Media Purchase: 2,250,000**	1,448,000**	150,000**	160,000**	90,000**	1,160,000 **	None	Travel: 62,000 ** Special Marketing Projects: 180,000 **	N/A (16%)
MN	349,710	51,600	33,600	350,000	313,664	19,000	7,500		180,000	None	Travel: 10,200	N/A (None)
MS	581,364	N/A	105,523	Production: 211,000 Media Purchase: 120,000	150,000	15,000	15,000	10,000	175,000	Operation: 240,000	Travel: 73,113	Magazine: 50,000 Radio: 12,000 TV: 35,000 Outdoor: 23,000 (25%)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
MO	448,645	N/A	212,467	Production: 76,160 Media Purchase: 484,549	272,000	18,000	Included in travel	25,000	N/A	Operation: 59,196	Travel: 42,000	N/A (N/A)
MT	163,010	21,455	59,590	Production: 40,445 Media Purchase: 229,192	141,700	14,500	28,200	N/A	N/A	N/A	Travel: 29,675	Magazine: 150,000 Radio: 45,000 Outdoor: 20,000 Other: 14,192 (None)
NE	240,052	N/A	40,000	Production: 59,350 Media Purchase: 393,994	183,732	40,000	10,000	2,000	70,000	Operation: 85,000	Travel: 25,000 Contractural: 50,000	Magazine: 179,314 Newspaper: 122,156 Radio: 70,000 Outdoor: 10,000 Other: 12,524 (1%)
NV				Production: 10,000 Media Purchase: 30,000	48,000			None	None	None	Travel: 7,750 Operating Expenses: 2,500	(None)
NH				400,000				4,000	348,550			
NJ	242,300	93,879	N/A	None	393,821	N/A	N/A	N/A	200,000	Operation: 250,000	Travel: 80,000 Historic sites & cultural tourism promotional materials: 100,000	N/A (N/A)
NM	412,728	11,800	221,272	Production: 94,000 Media Purchase: 181,000	243,200	Included in Other Administrative Costs	Included in Other Administrative Costs	5,000	100,000	Operation: Included in Other Administrative Costs	Travel: 25,400	Magazine: 141,000 Newspaper: 10,000 Radio: 30,000 (None)
NY	N/A	N/A	N/A	6,800,000	1,700,000	150,000	420,000	150,000	2,100,000	N/A	Misc and contractural services: 780,000	N/A

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
NC	$ 409,000	$ 4,000	$ 33,000	Production: $ 100,000 Media Purchase: 1,400,000	$500,000	$ 25,000	$ 30,000	$ 6,000	$ 94,000	Construction: $150,000 Operation: 700,000	Travel: $ 35,000	Magazine: $ 705,000 Newspaper: 850,000 (None)
ND	181,709	19,000	35,037	Production: 20,000 Media Purchase: 125,000	40,000	7,000	5,000	8,000	30,000	Operation: 3,500	Travel: 14,000 Postage and Comm.: 44,000 Computer: 4,000 Mandatory Turn Back: 74,500	Magazine: 100,000 Newspaper: 10,000 Radio: 5,000 Other: 10,000 (None)
OH	308,522	120,000	35,432	Production: 15,000 Media Purchase: 155,000	100,000	15,000	15,000	20,000	None	None	Travel: 20,000 Grants: 315,000	Newspaper: 50,000 Radio: 105,000 (60%)
OK	1,617,649	91,730	174,850	Production: 57,000 Media Purchase: 623,000*	675,000	35,000	30,000	39,200	390,000	Operation: 120,513	Travel: 86,395	Magazine: 148,000 Newspaper: 90,000 Radio: 10,000 TV: 186,000 Outdoor 15,000 Other: 44,000 Trade agreement: 130,000*** (44%)
OR	155,667	27,500	46,254	Production: 64,146 Media Purchase: 192,439	215,000	600	7,000	5,000	N/A	Operation: 114,158 (separate budget)	Travel: 10,500 Graphics, photo, other services and supplies: 9,000	Magazine: 130,000 Newspaper: 12,439 Radio: 20,000 TV: 30,000 (None)
PA	873,000	24,600	98,700	Production: 194,600 Media Purchase: 1,037,800	66,000	837,800	31,000	31,500	3,300,000	Operation: 15,000	Travel: 30,000 Postage: 215,000	Magazine: 374,000 Newspaper: 144,000 Radio: 72,000 TV: 422,000 Outdoor: 1,800 Other Media: 24,000 (50%)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
RI	$ 158,275	*	*	Production: $ 820,000 (Estimate) Media Purchase: 80,000 (Estimate)	$200,000	*	$ 1,000	*	$4,500 - 5,000	*	Travel: *	Magazine: $ 55,000 (Estimate) Newspaper: 20,000 (Estimate) (None)
SC	1,151 001	$ 4,000	$ 139,169	roduction: 46,000 Media Purchase: 856,000	607,930	$ 50,000	10,000	$ 7,860	955,000	Operation: $ 114,918	Travel: $ 58,218 Canadian Festival: 85,000 European Market: 95,000 Special Promotions: 711,600	Magazine: 435,564 Newspaper: 62,857 TV: 357,579 (2.2%)
SD	402,075	13,982	141,375	Production: 35,000 Media Purchase: 582,850	343,748	45,000	30,000	5,000	None	Included in Personal Services	Travel: 43,881	Magazine: 318,150 Newspaper: 5,500 Radio: 5,500 TV: 208,500 Outdoor: 7,000 Other: 38,200 (2%)
TN	1,787,300	150,200	52,000	889,150	388,100	50,000	Included in Advertising and Promotion	10,450	135,000	Operation: 123,800	Travel: 227,300 Grants: 63,800 Postage, supplies, & equipment: 246,200	N/A (N/A)
TX HWYS	N/A**	N/A**	N/A**	N/A**	981,230	N/A**	N/A**	N/A**	None	Operation: 1,382,909	N/A**	N/A** (N/A)**
TX TOUR	302,790	N/A	42,448	Production: 95,500 Media Purchase: 994,750	73,500	79,000	64,00	61,000	N/A	N/A	Travel: 48,000 Board per deim: 3,000 Membership dues: 4,000	Magazine: 934,537 Newspaper: 60,213 (35%)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
UT	$ 348,333		$105,900	$ 872,100	$255,400	$ 52,127	$ 25,000	$ 50,000	$135,000	Operation: $177,000	Travel: $24,440	Magazine: $ 209,350 Radio: 104,500 TV: 379,000 Outdoor: 95,000 Other: 84,250 (None)
VT	369,100	46,700	58,900	Production: 45,000 Media Purchase: 370,600	245,100	8,500	6,000	1,000	250,000	Construction: * Operation: **	Travel: 15,000	Magazine: 140,000 Newspaper: 86,600 Radio: 39,000 TV: 105,000 (1%)
VA			1,040,200	Production: 182,700 Media Purchase: 1,485,500	549,300	4,500		18,000		Operation: 545,100		Magazine: 784,050 Newspaper: 295,725 Radio: 1,650 TV: 390,825 Other: 13,250
WA	160,000			Production: 220,000 Media Purchase: 2,600,000	115,000	30,000	10,000	50,000	480,000	Operation: 160,000		Magazine: 714,000 Newspaper: 86,000 Radio: 163,000 TV: 1,400,000 Outdoor: 57,000 Other: 180,000 (20%)
WV	406,404	24,827	184,600	Media Purchase: 506,693	138,300	30,000	10,000		192,400	Operation: In total budget	Travel: 39,840	Magazine: 75,000 Newspaper: 85,000 Radio: 135,000 TV: 211,693 (15%)
WI	361,400	37,700	154,500	Media Purchase: 316,000	102,200	41,500	18,500	25,000	36,000	Operation: 374,600	Travel: 24,700	N/A (N/A)

BUDGET (Continued)

10. Breakdown of 1982-83 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
WY	$331,619	$53,455	$ 48,705	Production: $ 38,440 Media Purchase: 420,415	$546,716	$148,672	Included in Promotion	$ 3,000	$174,000	Operation: Included in Rent & Utilities	Travel: $ 93,203* Data Processing: 69,673	Magazine: $ 369,005 Newspaper: 31,531 Radio: 31,531 Co-op's and Trade: 48,348 (None)
CM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A (None)
GU	319,459	22,008	166,173	Media Purchase: 467,447	115,815	277,966	49,423	45,000	None	None	Travel: 17,000 Other: 319,709 *	Magazine: 141,673 Newspaper: 47,619 Radio and TV: 261,900 Other: 28,680 (None)

BUDGET (Continued)

State	Promotion Budget Allocation 1982-83			15. Number of Shows Participating in, 1982-83	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1982-83 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
AL	None	None	$ 15,000	6	None	N/A	N/A
AK	None	$175,000	24,000	11	146,000	Magazines: $ 61,000 Newspapers: 26,000 TV: 59,000	Canada: $120,000 Germany: 26,000
AZ	None	None	17,500	18	77,500	Magazines: 33,900 Newspapers: 29,100 Outdoor: 5,000 Trade: 9,000	Canada: 40,000 Mexico: 7,500 United Kingdom: 30,000
AR	$ 29,802 (Including salaries)	29,802	33,000	6	None	N/A	N/A
CA	3,000	None	None	5	None	N/A	N/A
CO	None	None	None	3	None	N/A	N/A
CT	36,000	None	2,000	3	None	N/A	N/A
DE	5,000	5,000	5,000	1	None	N/A	N/A
FL	45,000	160,000	200,000	50	650,000	Magazines: 350,000 Radio: 50,000 Newspapers: 150,000 TV: 100,000	Canada: 200,000 Latin America: 100,000 United Kingdom: 100,000 Germany: 50,000 All other countries: 200,000
GA	14,000	None	20,000	10	17,000	Magazines: 17,000	Canada: 17,000
HI	None	159,350	60,000	25	N/A	N/A	N/A
ID	None	34,000	10,000	6	None	N/A	N/A
IL	*	*	*	*	*	*	*
IN	None	3,250	None	None	None	N/A	N/A
IA	3,000	None	4,800	4	None	N/A	N/A
KS	1,000	2,700	10,000 (Approximately)	7	1,000	Magazines: 200 Newspapers: 500 Other: 300	United Kingdom: 1,000
KY	65,000	5,000	50,000	10	None	N/A	N/A
LA	None	None	20,000	10 (Consumer travel shows)	N/A	N/A	N/A
ME	None	7,500	15,000	6	None	N/A	N/A
MD	10,000	25,000	11,000	22	5,000	Newspapers: 5,000	Canada: 5,000
MA							
MI	80,000	10,000		6-8	N/A	N/A	N/A

BUDGET (Continued)

State	Promotion Budget Allocation 1982-83			15. Number of Shows Participating in, 1982-83	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1982-83 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
MN			None	None	$ 3,165	Newspapers: $ 3,165	Canada: $ 3,165
MS	$ 12,000	None	$ 5,000	4	None	N/A	N/A
MO	N/A	None	18,000	10	N/A	N/A	N/A
MT	50,825	None	6,000	3	30,000	Magazines: 8,000 Radio: 22,000	Canada: 30,000
NE	25,000	$ 5,000	10,000	6	None	N/A	N/A
NV	None	None	None	None	None	N/A	N/A
NH							
NJ							
NM	30,000	None	7,200	7	30,000	Newspaper: 22,500 Special Events: 7,500	Mexico: 30,000
NY	150,000 (Plus collateral)	110,000	75,000	20-25	None	N/A	N/A
NC	25,000	25,000	None	None	None	N/A	N/A
ND	7,000	20,000 (Most co-op dollars)	4,000	2	None	N/A	N/A
OH	2,000	1,000	3,000	N/A	None	N/A	N/A
OK	10,000	54,022	25,000	6	5,500	Magazines: 2,000 Newspapers: 2,500 World Travel Market catalog: 1,000	Canada: 2,500 United Kingdom: 3,000
OR	35,000	6,000	19,70[illegible]	5-7	Unknown	N/A	N/A
PA	20,000	None	7,000	8	None	N/A	N/A
RI	None	None	None	Unknown	3,712	Magazines: 3,712	Canada: 3,712
SC	10,000	None	35,000	12	53,800	Newspapers: 9,100 TV: 26,700 Trade Publications: 18,000	Canada: 35,800 United Kingdom: 7,000 Germany: 8,500 All other countries: 2,500
SD	30,000	Included in Advertising	15,000	5	None	N/A	N/A
TN	50,000 (Approximately)	N/A	45,000	9	None	N/A	N/A

BUDGET (Continued)

State	Promotion Budget Allocation 1982-83			15. Number of Shows Participating in, 1982-83	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1982-83 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
TX HWYS	None	None	None	None	None	N/A	N/A
TX TOUR	$ 46,000	None	$ 33,000	5	$ 146,675	Magazines: $ 126,437 Newspapers: 20,238	Canada: $ 46,941 Mexico: 75,946 United Kingdom: 23,770
UT	50,000	None	30,000	6	None	N/A	N/A
VT	2,000	18,750	2,000	3	24,000	Magazines: 6,000 Radio: 2,000 Newspapers: 10,000 TV: 6,000	Canada: 24,000
VA	49,453	None	None	4	N/A	N/A	N/A
WA			15,000	5	350,000	Magazines: 50,000 Newspapers: 120,000 TV: 180,000	Canada: 350,000
WV	40,000	4,000	35,000	10	None	N/A	N/A
WI	7,500	None	6,000	3	None	N/A	N/A
WY	16,592	8,297	9,961	5	None	N/A	N/A
CM	None	None	10,000	3	73,000	Magazines: 73,000	Germany: 3,000 Japan: 63,500 All other countries: 6,500
GU	25,000	None	60,000	12	336,000	Magazines: 111,000 Radio: 50,000 TV: 100,000 Other: 75,000	Japan: 236,000 All other countries: 100,000

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1982-83 Allocation	20. By Nation and by Dollar	21. 1982-83 Allocation	22. By Nation and by Dollars	23. Additional Comments
AL	$ 5,000	United Kingdom: $ 5,000	$1,875	Canada $ 1,000 United Kingdom: 875	*By law no part of any appropriation made to the legislature shall be used to purchase any advertising within the state of Alabama. Should there be an increase in projected lodging the international market programs will be re-instated.
AK	195,000	Canada: 120,000 Germany: 50,000 Japan: 25,500	49,000 (Est. part of No. 19)	Germany: 24,000 Japan: 25,000 All other	
AZ	Included in general budget	N/A	Included in general budget	N/A	
AR	None	N/A	None	N/A	*Maintenance and operation only. **Highway Department maintains welcome center.
CA	None	N/A	None	N/A	
CO	None	N/A	None	N/A	*The increase in budget represents $50,000 added to "advertising" providing a $500,000 match can be obtained from the private sector. If this can not be done the advertising budgets will be reduced by $50,000 for a total of $565,116.
CT	3,000	N/A	1,000	N/A	We have a staffed booth in the International Travel Fair, Berlin, and Germnay.
DE	None	N/A	None	N/A	
FL	356,000	Canada: 100,000 Latin America: 87,000 United Kingdom: 100,000 Germany: 26,000 All other countries: 43,000	40,000	Canada: 11,200 Latin America: 6,800 United Kingdom: 8,800 Germany: 6,800 France: 2,000 All other countries: 4,400	
GA	10,000	N/A	Included in Promotion	N/A	*Local option not recorded to State Revenue Department. Advertising normally funded by General Assembly in two separate actions. 1982 sprint campaign is expected to be funded in January 1983.
HI	400,000	Canada: 50,000 United Kingdom: 50,000 Japan: 125,000 All other countries: 175,000	None	N/A	
ID	None	N/A	None	N/A	
IL	*	*	*	*	*1982-83 budget appropriation not determined at this time.
IN	None	N/A	None	N/A	*Includes $100,000 matching funds during each fiscal year. **All advertising was directed in-state; all was placed free of charge.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1982-83 Allocation	20. By Nation and by Dollar	21. 1982-83 Allocation	22. By Nation and by Dollars	23. Additional Comments
IA	None	N/A	None	N/A	
KS	None	N/A	None	N/A	
KY	None*	N/A	None	N/A	*Canadian expenditures included in domestic expenditures.
LA	$ 50,000	Canada: $ 15,000 Mexico: 5,000 United Kingdom: 20,000 Germany: 2,000 France: 5,000 All other countries: 3,000	$ 12,000	Canada: $ 3,000 Mexico: 3,000 United Kingdom: 2,000 Germany: 1,000 France: 1,000 All other countries: 2,000	*The FY 82/83 budget figure is current "recommended" level of funding for subject year. The final funding level is subject to change since the legislature is still in session at this writing. The reduction is mainly due to "non-recurring" budget appropriations that are no longer being run through our budget. The bottom line appears to be about 1-3% increase in "operating budget."
ME	35,000	Canada: 35,000	None	N/A	
MD	**	**	**	**	*1980-81 funds. **Breakdown not availabe at this time due to new marketing plan.
MA					
MI	N/A	N/A	N/A	N/A	*$5.0 million regular funds; $3.0 million special funds for a new campaign. **Subject to final legislative action. These figures are estimates. $4.7 million regular funds; $3.4 million for continuing campaign.
MN	None	N/A	None	N/A	
MS	None	N/A	None	N/A	
MO	N/A	N/A	N/A	N/A	
MT	None	N/A	None	N/A	
NE	4,000	Canada: 3,000 Germany: 500 Japan: 500	None	N/A	
NV	None	N/A	None	N/A	
NH					
NJ					
NM	Included in Other Administrative Costs	N/A	Included in Other Administrative Costs	N/A	
NY	200,000	N/A	100,000	United Kingdom: 100,000	*Includes $2,100,000 matching funds during each fiscal year. Foreign advertising done through cooperative marketing programs with airlines.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		23. Additional Comments
	19. 1982-83 Allocation	20. By Nation and by Dollar	21. 1982-83 Allocation	22. By Nation and by Dollars	
NC	$ 30,000	Canada: $ 30,000	None	N/A	
MD	4,000	United Kingdom: 1,000 Germany: 1,000 All other countries 2,000	$ 1,000	United Kingdom: $ 500 All other countries 500	
OH	None	N/A	None	N/A	
OK	50,000	Canada: 16,000 Mexico: 2,000 United Kingdom: 24,000 Germany: 4,000 International Pow Wow: 4,000	15,800	Canada: 5,800 United Kingdom: 8,000 All other countries 2,000	* Includes $130,000 of trade out advertising with media. **Does not include $130,000 for trade out advertising. ***Not a part of the state appropriation to the Department. We participate in the Council of Ozark Governor's Inc., former Ozark Regional Commission, promotional program for the five states area of Oklahoma, Missouri, Kansas, Arkansas and Louisiana. The Council provides funds for international travel promotion not available from state funds.
OR	Unknown	N/A	3,000	N/A	New, comprehensive marketing plan being developed -- some issues not settled yet.
PA	7,000	Canada: 2,000 Mexico: 1,000 United Kingdom: 3,000 Germany: 500 France 500	3,000	Canada: 2,000 United Kingdom: 1,000	
RI	None	N/A	None	N/A	*The breakdown of this budget is distributed among all divisions of the Department of Commerce and is not known since the Department does not keep its books by division.
SC	180,000	Canada: 85,000 United Kingdom: 33,250 Germany: 57,000 All other countries: 4,750	46,000	Canada: 20,000 United Kingdom: 7,800 Germany: 16,900 All other countries: 1,300	Several of our current advertising and promotion projects overlap.
SD	17,037	N/A	None	N/A	
TN	N/A	N/A	N/A	N/A	*This includes a special appropriation of $365,000 for advertising in the year of the World's Fair and $200,000 for welcome center construction. It does not include a special $750,000 appropriation to put on a Tennessee show at the World's Fair. **The Hotel & Restaurant Inspection is self-supporting from fees collected. ***Includes $365,000 special grant to advertise for World's Fair.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1982-83 Allocation	20. By Nation and by Dollar	21. 1982-83 Allocation	22. By Nation and by Dollars	23. Additional Comments
TX HWYS	None	*	None	*	*As a division of the State Department of Highways & Public Transportation, budget is derived from the same sources that support the department, which are constitutionally committed highway-user revenues, plus some additional general revenues. **See separate response of Texas Tourist Development Agency. Budget categories of the Travel and Information Division Texas Department of Highways and Public Transportation can only be partly equated with these breakdowns.
TX TOUR	$ 43,000	Canada: $ 3,250 Mexico: 2,250 United Kingdom: 21,250 Germany: 16,250	$ 4,000	Canada: $ 1,000 Mexico: 1,000 United Kingdom: 1,000 Germany: 1,000	
UT	25,000	N/A	None	N/A	Our entire foreign effort is through participation in the Foremost West program. Only other investments are in FAMS and postage and varies from year to year.
VT	69,000	Canada: 69,000	N/A	N/A	*Paid from federal state transport funds. **Included in Personal Services and Other Administrative Costs.
VA	None	N/A	None	N/A	Foreign promotion will be mostly or entirely used in Canada.
WA	None	N/A	None	N/A	
WV	None	N/A	None	N/A	
WI	3,000	N/A	None	N/A	Participate in joint promotions with other states of the Great Lakes Region. Wisconsin Broadcasters Association contributed free PSAs on radio and TV ($3,000,000 commercial rate equivalent). Wisconsin Outdoor Advertising Association contributed free billboards for tourism promotion (in progress).
WY	15,000	Canada: 3,000 United Kingdom: 3,000 Germany: 3,000 Japan: 3,000 All other countries: 3,000	(Included in Promotion Budget)	N/A	*All travel (Staff & Guests) is included in travel budget. Purposes include: Administration, Travel Shows, Familiarization Tours, Travel Writer Tours, Etc. **Does not include travel expenses.
CM	174,760	Germany: 32,500 Japan: 124,260 All other countries: 18,000	35,500	Canada: 5,000 Japan: 30,500	*Includes: Maintenance of tourist/attraction sites $42,000; community-related projects $26,500; purchases of fixed assets $12,550.
GU	150,000	Japan: 100,000 All other countries 50,000	116,000	Japan: 80,000 All other countries 36,000	*Consists of membership communications, solicitations and meetings, souvenirs, awards, community development and convention coordinations.

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Offical Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1982
AL	Alabama The Beautiful	None	London, England	Birmingham Montgomery Mobile Enterprise	Annual Alabama Conference on Tourism	April 19 - 21
AK	Now being developed	None	Breman, West Germany Tokyo, Japan	None	Alaska Visitors Association Annual Conference	October 6 - 9
AZ	Arizona...Does it All	None	None	None	Governor's Symposium on Tourism Arizona Travel Show	January 14 - 15
AR	Arkansas... is a natural	None	Brussels, Belgium (Industrial Only)*	Little Rock	Governoor's Conference on Tourism	March 27 - 30
CA	None	None	None	None	Western Tourism Conference*	December
CO	Colorado Above All	None	None	None	Governor's Tourism Conference	February
CT	Better Yet Connecticut	New England Vacation Center* New York City	Frankfurt, Germany	Windsor Locks Mustic Clinton Litcnfield Canaan New Haven	Governor's Conference on Connecticut Tourism	Autumn
DE	Delaware...Small Wonder	None	None	Wilmington Dover Milford	Governor's Conference on Tourism & Recreation	
FL	Florida: When You Need It Bad, We've Got It Good	None	Canada Latin America Europe	Tallahassee	Florida Governor's Conference on Tourism	September 28 - 30
GA	Georgia: This Way To Fun	Knoxville, TN	Brussels, Belgium Tokyo, Japan Toronto, Canada	Atlanta	Georgia Conference on Tourism*	November
HI	The Hawaiian Islands: Where The World Wants To Be	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan	None	None	N/A
ID	Idaho, the Great Get Away	None	None	None	State Tourism Conference	Spring
IL	Magnificent Miles of Illinois Chicago...My Kind of Town	None	Brussels Sao Paulo Hong Kong	Chicago	Travel Industry Legislative Promotion	Unknown

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Offical Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1982
IN	Wander Indiana	None	None	None	Lt. Governor's Conference on Tourism	January/February
IA	None	None	Frankfurt, West Germany	None	Governor's Conference on Tourism	May 5 - 6
KS	Kansas...Land of Ah's	None	None	Liberal Ft. Scott Goudland Topeka	Governor's Conference on Tourism	August 22 - 24
KY	Oh! Kentucky...You'll Come to Love It!	None	None	None	Spring Travel Conference Fall Travel Conference	April October
LA	Louisiana, A Dream State	None	London, England	New Orleans Baton Rouge	Governor's Conference on Tourism	July 22 - 23
ME	Maine Invites You	New York City Montreal	None	None	Governor's Advisory Conference on Tourism	October 18
MD	None	None	None	None	Governor's Tourism Conference	November 17 - 18
MA	Massachusetts...Has it all	New England Vacation Center, New York City	None	Boston Lowell Springfield Beverly Salem Lexington	"Awareness Day"	April 13
MI	Say Yes to Michigan!	Chicago	Brussels, Belgium Tokyo, Japan	None	Governor's Ambassador Awards Travel Program	May 19
MN	Minnesota: Lakes, and A Whole Lot More	None	None	St. Paul	Governor's Conference on Tourism	December
MS	It's Yours in Mississippi	None	None	Natchez Greenville	Governor's Conference on Tourism	October 17-19
MO	More for Less	None	Japan	None	Missouri Tourism Conference	November 18 - 20
MT	Montana Naturally Inviting	None	None	None	Tri-State Travel Forum Idaho Montana & Wyoming	May 14 - 15
NE	Nebraska...Discover the Difference	None	Frankfurt, Germany Tokyo, Japan	None	Annual Governor's Travel Industry Conference	February 2 - 4
NV	You've Been Making Fun of Us For Years	None	None	None	None	N/A
NH	...Where Everyone is Family...	New England Vacation Center - New York City	Montreal, Canada	Concord	New Hampshire Travel Council Annual Governor's Conference on Tourism	August 11

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other Than Highway Welcome Centers are Located	5. Offical Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1982
NJ	Being Developed	None*		Over 100; Chambers of Commerce, etc.	Governor's Conference on Tourism	Spring
NM	Land of Enchantment	None	None	None	Governor's Conference on Tourism & Travel	April 23-25*
NY	I Love New York	None	London, England	Albany Manhattan	I Love New York Tourism Conference	April
NC	Variety Vacationland	None	None	None	Governor's Conference on Travel & Tourism	April
ND	Our Wide Open Spaces Have A Place For You	None	None	None	Discover North Dakota Travel Conference	May
OH	Ohio's For You	None	None	None	Ohio Travel Council Conference	October
OK	On to Oklahoma	None	None	None	Governor's Tourism and Recreation Industry Conference	February 16
OR	Come Share Oregon	None	None	None	Oregon Travel Conference	Late October early November
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Germany France Mexico Japan	Harrisburg and in 59 Tourist Promotion Agencies	Governor's Conference on Travel	October 19 - 21 September 20 - 23
RI	Biggest Little State in the Union The Ocean State	New England Vacation Center - New York City	None	Warwick Hopkinton	None	N/A
SC	Come See S.C.	None	Frankfurt, W. Germany Brussels, Belgium	Columbia	South Carolina Governor's Conference on Travel	February 19 - 21
SD	Feel Free Again in South Dakota	None	None	Rapid City Keystone Watertown Mitchell Wall	Autumn Tourism Conference	October 7 - 8
TN	Let's Go Tennesseing (In-state) Follow Me To Tennessee (Out-of-state)	None	None	None	Governor's Conference on Tourism	April
TX HWYS	Texas - Live The Legend	None	None	Austin	Texas Travel Councelors Conference	April 12 - 16
TX TOUR	Texas, A Different Point of View	None	None	None	Texas Conference on Tourist Development	September 16 - 17
UT	Best of the West	None	None	None	First Annual Governor's Conference on Tourism	April 19 - 20

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities In Which Information Centers, Other Than Highway Welcome Centers are Located	5. Offical Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1982
VT	Vermont, A Special World	New York City	Montreal, Canada	Thru subsidy to 30 community centers, operated primarily in summer/fall seasons.	None	N/A
VA	Virginia Is For Lovers	New York City Washington, DC	None	Richmond New York Washington, DC	None	N/A
WA	See America's Other Washington - The State	None	Toyko, Japan	None	Governor's Travel Industry Conference	Fall
WV	Wild Wonderful West Virginia	None	None	None	Governor's Conference on Tourism	October
WI	Escape To Wisconsin	Chicago	None	Madison	None	N/A
WY	Big Wyoming - Picture Perfect Wyoming Is What America Was Wyoming...A Natural Pleasure	None	None	None	Tri-State Conference	May 13 - 14
CM	The Western Pacific's Exciting New Star	None	Tokyo, Japan	None	None	N/A
GU	Guam, U.S.A...Just Look At Us Now	Tuson Resort Area	Tokyo, Japan	None	ASTA, PATA, Pow Wow	PATA February ASTA September Pow Wow September

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
AL	In-state: 1-800-392-8096 Out-of-state 1-800-633-5761 1-800-633-5763	
AK	None	*We have a representation contract. **Sponsored by the private sector trade association of the Alaska visitor industry.
AZ	None	
AR	In-state: 800-482-8999 Out-of-state: 800-643-8383	*This is operated by the Arkansas Industrial Development Commission. Our primary goal is the placement of foreign manufacturing concerns in Arkansas. It also deals with agricultural product sales and occasionally with tourism promotion.
CA	None	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention and Visitor Bureaus.
CO		Wats lines are used only for travel writers and travel agents. Lines were available for general public but they have been discontinued.
CT	In-state: 800-842-7492 Out-of-state: 800-243-1686 (NE-VA Only)	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference and a continuing effort to attract movie and television program production.
DE	In-state: 800-282-8667 Out-of-state: 800-441-8846	
FL	Out-of-state: 800-874-8660	
GA	None	*We participate in, but do not sponsor Georgia Conference on Tourism.
HI	None	
ID	Out-of-state: 800-635-7820	
IL	In-state: 800-252-8987 Out-of-state: 800-637-8560**	*These offices are primarily used for international trade; tourism involvement is limited. **Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin.
IN	In-state: 1-800-872-4464	
IA	In-state: 1-800-532-1896 extension 3100 or 3670	
KS	None	
KY	In-state: 800-372-2961 Out-of-state: 800-626-8000	

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
LA	Out-of-state: 800-535-8388	
ME	None	
MD	In-state: 800-492-7126 Out-of-state: 800-638-5252	
MA	In-state: 1-800-632-8038 Out-of-state: 1-800-343-9072*	*Includes: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, District of Columbia, Delaware, West Virginia and Virginia.
MI	In-state: 1-800-292-2520 Out-of-state: 1-800-248-5700 Seasonal Information (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708	Out-of-state WATS can be used by residents of Connecticut, District of Columbia, Delaware, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont, Virginia, West Virginia and Wisconsin.
MN	In-state: 800-652-9747 Out-of-state: 800-328-1461	
MS	In-state: 800-962-2346 Out-of-state: 800-647-2290	
MO	In-state: 800-392-0711 Out-of-state: 800-325-0733* (in 18 states surrounding Missouri)	*A person can leave an address to receive our packets. We also ask how they learned the number and capture that information on computer for our ad agency.
MT	Out-of-state: 800-548-3390	
NE	In-state: 800-228-4307 Out-of-state: 800-742-7595	
NV	None	
NH	Out-of-state: 800-258-3608*	*For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525), is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NJ	In-state: 800-962-0135** Out-of-state: 800-526-0956**	*We supply literature to Philadelphia, New York and Washington. **Only operates during June and July.

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
NM	Out-of-state: 800-545-2040**	*Two more dates to be scheduled. **For general information only. 900-976-3710/Ski Conditions Report Number ("SNOW PHONE") Reports ski conditions for entire state, updated daily. A cooperative program with AT&T, consumers pay only .50 cents plus local tax.
NY	In-state: 800-342-3810	
NC	None	
ND	In-state: 1-800-472-2100 Out-of-state: 1-800-437-2077	
OH	In-state: 1-800-BUCKEYE Out-of-state: 1-800-282-1085	
OK	In-state: 800-522-8565 Out-of-state: 800-654-8240 (In Arkansas, Colorado, Kansas, Missouri, New Mexico and Texas, except 512)	This division provides public relations and publicity for all divisions of the Department especially parks, resorts, and planning and development, through media contacts, advertising, Oklahoma Today magazine, newsletter, speakers bureau, eleven traveler information centers, and a center for literature distribution. We also assist the Department in the solicitation of film and television producers for locating productions in Oklahoma. We have a convention solicitation program which works closely with convention facilities within the state. We also work with the Governor's Office on the "Keep Oklahoma Beautiful" program. We are participating in the 75th Anniversary Celebration of Oklahoma. We are participating in the 1982 World Fair in Knoxville, Tennessee, May - October 1982.
OR	Out-of-state: 1-800-547-7842	
PA	800-323-1717* 800-237-4363**	*For consumers. **Trade only.
RI	Out-of-state: 800-556-2434 (Maine through Virginia, West Virginia and Northern Ohio, except Rhode Island)	WATS line has proven to be an effective promotional segment; if rates go up as has been contemplated, this expense may have to be abolished.
SC	None	*A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	In-state: 800-952-2217 Out-of-state: 800-843-1930	
TN	None	We do have a "Vacation Planning Specialist" who has a line that receives all the travel information calls. Our specialist has traveled the entire state and knows every attraction and facility in Tennessee; making it more easy to fulfill each travelers vacation needs.
TX HWYS	None	
TX TOUR	None	

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
UT	Out-of-state: 1-800-824-UTAH*	*Ski information.
VT	None	
VA	None*	*In operation peridically in conjunction with certain advertising schedules.
WA	In-state: 1-800-562-4570 Out-of-state: 1-800-541-WASH	
WV	Out-of-state: 800-624-9110	
WI	In-state: 800-362-9566 Out-of-state: 800-356-9508*	*Out of state number covers Minnesota, Michigan, Northern Illinois and Iowa.
WY	Out-of-state: 800-443-2784*	*This toll-free telephone number is for the use of travel writers, travel agents, media, tour brokers, AAA, airlines and other travel professionals. It is not for the general public.
CM	None	
GU	None	

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1981	8. How Many Are Planned for 1982?
AL	Judy Salter Editorial Division	Alabama Bureau of Publicity and Information	Yes	Alabama Travelgram	Monthly	Yes	40	3
AK	Diane Murphy Information Officer	Travel Office	Yes	Travel Market Trends	Monthly	Yes	9	10
AZ	Mary K. Wery Director Public Relations	Office of Tourism	Yes	Arizona Does it All	Quarterly	No	40	45
AR	Mary Dee Terry Editorial Director	Travel Office	Yes	None	N/A	N/A	5	4 - 5
CA	Sharon Smith-Hansgen Communications Manager	Travel Office	No	News From California	Quarterly	No (Industry only)	None	None
CO	Greg Chancellor Publicity Director	Travel Office	Yes	None	N/A	N/A	None	None
CT	Anthony A. Davenport Director of Communi-cations	Other division: Communications	Yes	None	N/A	N/A	14	20
DE	Vacant	Travel Office	Yes	None	N/A	N/A	10	15
FL	Gary L. Smith Chief Bureau of Tourism Publicity	Travel Office	Yes	Sunliner	Monthly	Yes	10	10
GA	Hanna Ledford Assistant Director	Travel Office	Yes	None	N/A	N/A	25	25
HI	V.G. "Jerry" Panzo Director Information Services	Travel Offfice	Yes	President's Newsletter	Monthly	Yes	6	10
ID	Karl Wolfe	Travel Office	Yes	N/A	Bi-monthly	Yes	2	2
IL	Tom Lave	Public Affairs, Department of Commerce and Community Affairs	(50/50)	None	N/A	N/A	2	4
IN	Elaine Ervin Promotion Manager	Tourism Division	No	Tourism News-letter	Monthly	No	None	4
IA	Tom Blackett Director	Other division: Public Informa-tion	No	Iowa Regional Travel News-letter	Quarterly	No	None	1
KS	None	N/A	No	Kansas...Land of Ah's	Every other month	Yes	None	3 - 5
KY	Arthur B. Lander Media Relations	Travel Develop-ment	Yes	None	N/A	N/A	15	20
LA	None	N/A	Yes	Louisiana/ Camera Ready	Quarterly	No	4	5

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1981	8. How Many Are Planned for 1982?
ME	None	N/A		N/A	None	N/A	10 - 15	Unknown
MD	Frank Kelly Information Officer	Travel Office	No	Maryland Travel Scene	Monthly	Yes	50	55
MA	Karen Ernest	Department of Commerce	50/50	Masstrac	Bi-annual	Yes	3	3
MI	Sue Callaway Assistant Director Marketing/Promotion	Travel Office	No	None	N/A	N/A	22	20
MN	Ginger Sisco Marketing Director	Travel Office	No	Minnesota Travel News	Quarterly	No	1	2
MS	Ginger Ditto Media Relations Coordinator	Travel Office	Yes	Travel News	Monthly	Yes	2	
MO	Steve Kappler Public Information Manager	Travel Office	No	More for Less	Monthly	Yes	4	4
MT	Norma Tirrell Publications and Public Relations	Travel Promotion Bureau Economic and Community Development Division Department of Commerce	Yes	None	N/A	N/A	3	4
NE	Don Atwater Public Information Director	Other division: Public Information Office	No	Nebraska Now	Monthly	Yes	2	2
NV	Jim Joelson Public Information Officer	Other division: Department of Economic Development	No	Nevada Annual Events	Bi-monthly	Yes (By mailing list only)	10	20
NV	Jim Joelson Public Information Officer	Other division: Department of Economic Development	No	Nevada Annual Events	Bi-monthly	Yes (By mailing list only)	10	20
NH	James Driscoll Assistant Director for Public Relations	Travel Office	Yes	New Hampshire Council Newsletter*	Quarterly	No (Industry only)	Unknown	Unknown
NJ	Susan Atteridge Director Public Information	Other division: Department of Commerce and Economic Development	No	New Jersey's Got It: Destinations	Quarterly	Yes (Limited)	None	None
NM	Mike Pitel Travel Writer/Editor	Travel Office	Yes	Travelore	Quarterly	Travel industry only	None	1

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1981	8. How Many Are Planned for 1982?
NY	Bern Rotman Director Bureau of State Information	Other division: Bureau of State Information	50/50	Tourismemo	Monthly	Yes	23	23
NC	Glenn Mays Travel Editor	Travel office	Yes	N/A	N/A	N/A	3	3
ND	Sheila Kreller Special Projects Coordinator	Travel office	Yes	North Dakota Travel News	Quarterly	Yes	2	2
OH	Stu Bernstein Public Information Officer	Ohio Office of Travel & Tourism	50%	Ohio Monthly	Monthly	Yes	2	1-2
OK	Joe Lawhead Communication Programs Manager	Travel office	No	Oklahoma Tourism News	Quarterly	Yes	3	3
OR	Frank Howard Assistant Director	Travel office	Yes	Oregon Travel News	Monthly	Yes (Travel industry and media)	6	6
PA	Sally Moore Chief Publicity & Public Relations	Travel Office	Yes	Between Friends	Monthly	Yes	2	3
RI	David DePetrillo Director Communications Division	Other division: Communications Division	Yes	None	N/A	N/A	3	3
SC	Cherie Had Manager of National News & Information	Travel office	Yes	No	N/A	N/A	15	14
SD	Mark A. Young Assistant State Travel Director	Travel office	Yes	Travel Newsletter	Quarterly	No	8	20
TN	Don Wick Assistant Director	Travel office	No	Traveler*	Monthly	Yes (To press & the state travel industry)	6	8
TX HWYS	Richard H. Pierce Editor Tourist Literature	Travel office	No	Texas Travel Log	Monthly	Yes	None*	None*
TX TOUR	Elmer C. Whiddon, Jr. Chief of Media Relations	Travel office	No	Newsletter	Monthly	Yes	6	6
UT	Alicia Bremer Media Director	Travel office	Yes	Utah Traveler	Quarterly	Yes	5	5

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1981	8. How Many Are Planned for 1982?
VT	J. Gregory Gerdel Chief, Information Officer	Travel office	Yes	No	N/A	N/A	2*	3*
VA	Duties shared by administrative staff members	Travel office	Yes	Travelog	Monthly	Yes	28	32
WA	Tom Stilz	Travel office	Yes	Washington Report	Every other month	Yes	N/A	Some
WV	Mary Cobb Manager Public Information	Other division: Advertising/Communications	Yes	None	None	None	1	Unknown
WI	Gary Knowles	Bureau of Communication Services	No	Wisconsin Developments Escape to Wisconsin	Quarterly Quarterly	Yes	3	4
WY	Ernest C. Over Chief News and Information	Travel office	Yes (Feature stories out-of-state and conduct many press releases in-state)	Travelog	Monthly	No	9	9
CM	None	N/A	Yes	Marianas Visitors Bureau Newsletter	Quarterly	No	21	20
GU	Carol Ibanez Diaz	Travel office	No	Hafa Adai	Monthly	Yes	150	25*

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Additional Comments
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1981 generated in excess of $2.5 billion within the state, making it Alabama's largest single industry and providing employment for more than 63,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The addition of two more full time, year round welcome centers will provide more incentives for travelers to visit Alabama. The bureau's record setting rate of return on investment in 1981 -- $2.3 million invested, generated $2.5 billion in expenditures.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are either bus or plane trips to a city considered key in the Arkansas travel market. A reception and/or dinner for media people, travel agents, tour brokers and community leaders is a main feature along with personal calls on many of these people. In 1982, Kansas City and Des Moines were featured in conjunction with Jefferson Bus Lines Energy Saving Show; also Memphis, Nashville and Knoxville to coincide with Arkansas Day at World's Fair.
CT	For the first time, the Tourism Division hosted a group of travel writers (fam. tour) from the Mid-West, in addition to groups from the New York area and foreign media.
DE	We bring in travel writers individually for the most part. Only one four group in 1981-82.
MT	Issuing regular feature stories with photographs to selected newspapers and magazines.
NH	*The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newsletter which is circulated for all firms and organizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers) we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs.
NY	We also retain public relations firms in New York and London.
RI	In 1981-82 the department organized a special public service television and radio promotion. The films and tapes were designed for internal pride promotion. The campaign was very successful, and is continuing with new TV film footage. All TV stations use the films -- 10, 20 and 30 seconds and one minute in length during prime time. A special "state song" was composed for the campaign. Utilizing the slogan "Biggest Little State in the Union," the campaign spilled over to the private sector with T-shirts, sun lamps, tote bags, etc., promoting the slogan. Industry accepted the idea to affix to all purchases being shipped out-of-state from their plants a label "Made in the Biggest Little State in the Union." Produce growers have affixed tags to their vegetables, etc. reading "Grown for you in the Biggest Little State in the Union." The campaign attracted TV network coverage from CBS and ABC and got national publicity in print media. Several states have studied how it was done -- especially to get free prime time on local TV and radio stations.
SD	1982 Conference of Association of Great Lakes Outdoor Writers will bring approximatley 100 writers/photographers to South Dakota.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
VT	*Handled by private sector through matching grant program.
GU	*The number arranged at this time.

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Goverment Agency?	5. Research Group Employed in Past 12 Months	6. Cost of Research
AL	Robert S. Hardy Editorial Director	No	Dr. James W. Adams Department of Marketing & Transportation Auburn University (N/A)	Auburn University	None	N/A
AK	John Farnan Marketing Coordinator	No	None (N/A)	None	GMA Research Corporation Bellevue, WA	$ 80,000
AZ	Abe Baum Director of Advertising/ Promotion	No	Dr. Tim Hogan Professor Arizona State University ($5,100)	None	None	N/A
AR	Charles McLemore Travel Research Director	Yes	None (N/A)	None	None	N/A
CA	Tiffany Bousselomb Director of Tourism Development & Research	Yes	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	
CO	None	N/A	None (N/A)	None	None	N/A
CT	None	N/A	Professor Marvin Kottke	University of Connecticut	None	N/A
DE	Wendy Linquist Travel Representative Doug Clendenial DDD staff member	No				
FL	Barry E. Petagoff Director of Marketing Research	Yes	None (N/A)	None	Multivariance Data Analysts Delray Beach, FL Market Facts LTD of Canada Toronto, Canada	241,000 N/A
GA	Doug Weaver Director	No	Dr. Walter Gross Director Office of Leisure Studies & Tourism Small Business Development Center University of Georgia 404/542-2123	None	None	N/A
HI	Evelyn K. Richardson Director of Market Research	Yes	None (N/A)	Karen T. Yamashita Tourism Office Department of Planning & Economic Development	None	N/A
ID	None	N/A	None (N/A)	Alan Porter Senior Program Analyst	None	N/A
IL	Bruce H. Boyer	No	None (N/A)	None	Travel Research Institute, Inc. Chicago, IL	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 Months	6. Cost of Research
IN	N/A	N/A	None (N/A)	None	None	N/A
IA	Nancy Ryerson Travel Researcher	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	$ 10,890
KS	None	N/A	Interns only	Ed Riemann Chief Economic Analysis Section Kansas Department of Economic Development	U.S. Travel Data Center Washington, D.C.	11,550
KY	James A. Carr Director, Marketing and Information Division	Yes	None (N/A)	None	None	N/A
LA	None	N/A	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	7,010
ME	None	N/A	None (N/A)	None	None	N/A
MD	Mianne Jopp Tourist Development Specialist I	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C. Parnell, Kerr, Foster	3,200 68,000
MA	Kathleen L. Countie Market Research Analyst	No	Univerisity of Massachusetts Amherst, MA	None	None	N/A
MI	Bruce E. McComb Deputy Director	No	Dr. Daniel Stynes Department of Parks & Recreation Resources Michigan State University (None)	None	Barkley & Evergreen, Inc. National Family Opinion Market Opinion Research	N/A N/A N/A
MN	Ingar Sollin Industrial Economist	Yes	Dr. Val Blank University of Minnesota (None)	None	None	N/A
MS	None	N/A	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	2,000
MO	George Lanning Management Analyst	Yes	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	11,400
MT	None	N/A	None (N/A)	Jim Hahn Chief Planning & Research Division Department of Highways	Econ Inc. Helena, MT	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 Months	6. Cost of Research
NE	None	N/A	None (N/A)	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Department of Economic Development	None	N/A
NV	None	N/A	None (N/A)	None	None	N/A
NH	None	N/A	Mark Okrant Plymouth State College	None	None	N/A
NJ	Eileen Thornton Tourism Representative	No	None (N/A)	Don Scarry Assistant Director Office of Economic Research Dept. of Commerce & Economic Development	None	N/A
NM	John R. Adams Director	No	Dr. Lee B. Zink Director Institute of Applied Research Services University of New Mexico (None)	None	U.S. Travel Data Center Washington, D.C. Bruce Foster	$ 12,000 5,000
NY	Natel Natschulat Senior Deputy Commissioner	N/A	None (N/A)	Craig Wakefield Associate Economist Division of Research & Statistics	Consumer Behavior Inc. New York, NY U.S. Travel Data Center Washington, D.C.	105,200
NC	Charles Heatherly Director	No	None (N/A)	None	Research Triangle Institute	6,000
ND	Terry Herzinski Assistant Tourism Director	No	Don Klenow North Dakota State University ($1,500)	None	U.S. Travel Data Center Washington, D.C.	9,000
OH	Robert Stockdale Marketing Coordinator	No	None (N/A)	Jack Brown Manager Ohio Research Bureau	Marschalk Co. Cleveland, OH	N/A
OK	Mary Cole Roberts Manager of Travel Development	No	Dr. Ed Webster Oklahoma State University ($5,700)	None	U.S. Travel Data Center Washington, D.C.	8,500
OR	Frank Howard Assistant Travel Director	No	Several faculty members (None)	Linda Apple Transportation Economist Transportation Policy & Program Development	None	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 Months	6. Cost of Research
PA	David Shih Chief of Market Research & Development	Yes	None (N/A)	Dr. Hoffman Bureau of Research & Statistics Department of Commerce	Ketchum, Macleod & Grove Pittsburgh, PA	$ 20,000
RI	None	N/A	None (N/A)	John Lemma Director Research Division	None	N/A
SC	Suzanne Jordan Public Information Specialist Ford Weeks Public Information	No Yes	None (N/A)	None	ARC Research Columbia, SC U.S. Travel Data Center Washington, D.C.	2,800 5,060
SD	Mark A. Young Assistant Travel Director	No	None (N/A)	None	Lawrence & Schiller Research Division	N/A
TN	Polly Prosser Assistant Director of Information	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	10,450
TX HWYS	J. Don Clark Assistant Director Travel Services	No	None (N/A)	None	None	N/A
TX TOUR	Phil Davis Chief of Community Relations Ben F. Halub, Jr. Travel Information Specialist	No	None	See Texas State Highways Department	U.S. Travel Data Center Washington, D.C. Pannell, Kerr, Forster NYC, Houston	27,000 30,000
UT	None	N/A	Utah State University Institute of Outdoor Recreation & Tourism ($50,000)	None	None	N/A
VT	George Donovan Chief of Research	Yes	Malcolm Bevins University of Vermont (N/A)*	None	None	N/A
VA	Margaret M. Lasniak Director of Advertising	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	N/A
WA	None	N/A	None (N/A)	None	None	N/A
WV	None	N/A	Pat Goeke Project Manager West Virginia University ($15,000)	None	None	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency?	5. Research Group Employed in Past 12 Months	6. Cost of Research
WI	Louise Rech Kathleen Curwen Research Analyst	Yes Yes	None (N/A)	Kay Plantes Director Research and Policy Planning Division Department of Development	None	N/A
WY	None	N/A	Dr. Clynn Phillips Associate Director Water Resources Division University of Wyoming ($3,000)	Industrial Development Chief, Department of Economic Planning & Development	None	N/A
CM	None	N/A	None	None	None	N/A
GU	Vivian Indalecio World Promotions	No	None	None	None	N/A

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys and travel-related business receipts at restaurants and hotels.	Educating others on tourism industry; its' impact on each Alabamian.	Yes	Creation of a joint Alabama legislative travel and tourism caucus in March, 1982.
AK	Continuous monitoring of vehicle traffic thru U.S. Customs stations, air traffic at airports, and traffic aboard State Marine Highway System.	Inflation in the transportation and construction sectors of the industry and the uncertain national economic situation.	No	
AZ	Report covers number of tourist coming to Arizona on a quarterly basis and their expenditures.		No	
AR	Tourist Information Center (TIC) Survey of every 24th travel party registering at each TIC. Monthly preparation of "Eight Indicators". Monthly summary of advertising inquiries.	The economy and a lack of recognition of tourism as a major economic force in the state.	None	*The cost of this research was sponsored through an Ozarks Regional Commission (ORC) Grant.
CA		Travelers lack of discretionary income.	No	
CO	Our travel research relates to visitation figures from national parks, recreation areas, monuments, state owned museums, etc.	Small travel promotion budget, increased competition, highway maintenance and rapid development of energy related industries in Western Colorado.	Yes	During the travel director's 2 year sabbatical, research projects were dropped and all historic records were distroyed. We are now trying to reconstruct our files, but have not been able to arrive at accurate figures.
CT	We keep a count of visitor volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations.	Inflation.	Yes	
DE	We monitor hotel occupancy, museum and state park attendance. Also, we conduct highway vehicle counts and maintain a tax collection data.	We will soon be in dire need of additional highway facilities, particularly east-west routes to the beaches. Delaware also needs additional convention facilities and more private recreational facilities attractive to out-of-state visitors.	Yes	
FL	Our ongoing travel research monitors the magnitude and characteristics of Florida visitors. We also commission special marketing research studies which explore ways to increase Florida tourism. Reports are available on a subscription basis, available on a print-fee recovery basis.	Developing new origin markets.	Yes Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attendance, travel industry sales receipts, and tax revenues generated by travel.	Economic factors (inflation) which depress frequency and length of trips by private auto.	No	
HI	Basic Data Surveys - inflight passenger information forms distributed to incoming passengers from U.S.A., Canada, and Japan. Visitor Opinion Surveys - mail out questionnaires soliciting satisfaction information, socio-economic profile and trip planning data of American and Japanese visitors. Visitor Expenditures Survey - mail out daily log to determine amounts and patterns of visitor spending.	Reconciling need for additional employment and economic opportunity in Hawaii with local residents' desires and aspirations concerning lifestyle/quality of life in Hawaii. Also, there exist problems related to the impact of energy supplies and cost on distant price-sensitive markets.	Yes	

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
ID	None		Yes	
IL	Expenditure and origin/destination studies; advertising effectiveness studies; surveys at welcome centers, selected major conventions and trade shows and multilingual interviews at O'Hare International Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Economic recession, particularly in upper Midwest.	No	
IN		Budget cuts and weak economy.	No	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	The recession which caused a budget cut. This will have to turn around for the travel industry to grow.	Yes	
KS	None	The economy, inflation, and lack of state funding for promotion and staffing.	No	
KY	Major three-month field survey; toll-free telephone systems, mail information system; Welcome Centers, travel barometer of selected businesses.	General economic conditions requiring budget cutback for all agencies.	No	
LA	We conduct visitor surveys and visitor counts at our information centers.	Current budget limitations, and inadequate research, personnal and advertising funds.	Being developed.	
ME	None	Maine has the lowest tourism appropriation of the fifty states.		
MD	We monitor visitor volume at welcome centers and certain attractions around the state and conduct conversion study every 2 years.	Lack of education on the part of the private sector and the legislature as to the importance and value of tourism to the economy of the state.	No	
MA	We collected and analyzed data by county concerning visitors length of stay, expenditures, tax receipts attributable to travel, and travel generated employment. Also visitor psycographics demographics over a period of 5 years. Highway information center surveys. Monthly travel barometer of regional impact of travel in the state.	Energy and inflation.	Yes*	*To encourage more cost-effective regional promotion efforts.
MI	We monitor traffic counts, highway visitor counts and bridge crossings. We also do a broad weekly sample survey to determine tourist activity and tax receipts.	High interest rates on bonds and other forms of financing projects.	Being developed.	Michigan is totally committed to qualitative research - monitoring, tracking and evaluation.
MN	We collect data on attendance at state parks, other public facilities, and attractions. Quarterly surveys are conducted of inquiries received by the Tourism Division.	Capital needs for small business, as well as more sophisticated marketing resources and advertising programs at the local and regional level.	Yes	
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget.	No	

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, and printouts are generated monthly.	Due to the economic situation in Missouri the Division of Tourism had 15% of its budget cut in F.Y. 1981 and we are facing a 10% cut for F.Y. 1982.	Yes	A marketing overview was prepared and sent to 15 entities (attractions, convention bureaus) around the state. We then sought their marketing media research input.
MT	We conduct a telephone survey during the year to national parks and monuments; also major state atractions.	Transportation.	Yes*	*Davidson/Peterson marketing study.
NE	Monthly, highway traffic counts are obtained. Annually, the numbers of persons contacted by information personnel at highway rest areas are tallied, as are attendance figures from Nebraska attractions. Annual surveys are also made of nonresidents making mailed requests for travel information. Biennially, data are gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Increasing gasoline and other travel prices and the generally stagnating economy, resulting in part from high interest rates.	Yes	
NV	Utilize research of Las Vegas Convention Authority and Highway Department.	Less spendable income, other states legalizing game and recreation availabilities in Nevada are not generally known.	No	It appears the 1983 legislature may substantially increase the budget of the division of tourism in an effort to provide a comprehensive marketing program.
NH	Motor vehicle counts are conducted by the Highway Department. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, New Hampshire only. Visitor origin is reported by Chambers of Commerce visitor information booths.	Lack of mass transportation and energy shortage. If there is gas rationing, we will be greatly and adversely affected.	No	
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage.	Lack of access to mass transportation.	Yes	
NM	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national and state parks and monuments, selected attractions, welcome centers, employment and tax receipts. Weekly reports are made of mail and phone inquiries. These are broken down by zip code region and by which ad or travel story stimulated the inquiry.	Lack of coordination and communication between and among industry gourps and planning entities.	Yes	An update of the New Mexico Tourism and Travel Policy will be conducted during 1980-81.
NY	A "Travel Activity Index" composed of gasoline sales, thruway traffic, hotel/motel occupancy, etc., is compiled by the Division of Research and Statistics.	Energy, fragmented industry, tight economy, stringent dollar, high airfares are the major problems facing tourism development in our state.	No	
NC	None		Yes	
ND	None	Lack of available capital to develop many of the tourism related areas of the state.	No	
OH	None	Energy, research and funding.	Yes	
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip.	Lack of a major travel destination.	No	More current data is needed.

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
OR	Annual research projects include a detailed survey of the vacation behavior of respondents to state travel ads, a Tourist Interview Survey at key visitor stops, and a Travel Barometer trend evaluation based on quarterly comparisons of visitor counts from selected tourist attractions. Out-of-state traveler revenue estimates for the year are provided by department economists. Highway traffic counts, gas tax information and state park statistics are available from other department divisions.	The worsening economic conditions, increased competition from other destinations. Air transportation access to some major recreation areas.	Yes*	*Five policy objectives defined by the Oregon Transportation Commission.
PA	Our data gathering projects include: counts and license checks at welcome centers and state parks; on-going evaluation of toll free telephone inquiries, a sales tax model, a barometer served by voluntary report procedures and individual research projects specific to several Pennsylvania destinations.	Fluctuating economy.	Yes	
RI	We check visitor center registers.	Inflation (high cost for lodgings, food, admission prices), the expected fuel price increase.	No	
SC	We have traffic counters and guest registers at our welcome centers.	Limited amount of discretionary income available to the consumer.	Yes	
SD	Motor vehicle counts, visitor volume at welcome centers, lodging volume surveys.*	Distance from major markets. Seasonality of business.	No	*Note: The 1982 budget includes money for a conversion study.
TN	We tabulate guest registration and motor vehicle counts at Tennessee welcome centers and spot checks with travel-related businesses for trends in activity on a semi-annual to quarterly basis.	Loss of jobs in major market areas, poor economy.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts and tourist bureau visitor counts.	Unstable economic conditions that effect the disposable income and high interest rates that restrict construction.		
TX TOUR	See Texas State Highways Department response.	General inflationary impact on consumers' discretionary spending.	No	
UT	A comprehensive study of Utah resident travel (1981-82), non-resident motor vehicle travel, Utah Ski Industry, Commercial Air Study, Visitor volume at information centers.	Changing economic conditions causing major reductions in vacation expenditures.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas and liquor sales, recreation, room and meal taxes.	Economic situation in all markets; need to develop more saleable packages by private sector; public awareness of Vermont as a prime destination.	No	*Not under contract.
VA	We monitor visitor volume at welcome centers and conduct travel data projects to obtain periodic visitor surveys, business receipts, and several others.		Yes	
WA		Lack of state designated operating funds and lack of tourism plant.	Yes	
WV	We compile tourist data through traffic counts and registration at information centers and through surveys of lodging reservations.	Lack of recognition by state government (all branches) as a major industry.	No	

RESEARCH (Continued)

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in Your State	9. State Travel Development Policy Statement or Development Plan?	10. Additional Comments
WI	Economic Impact of Visitors in Wisconsin 1981 Wisconsin Tourism Study.*	Financing for facility development due to high interest rates.	Yes	*Contains lodging analysis, Second-Home Owner Survey, inventory of tourism and recreation resources, former owners survey, consumer demand analysis, legislative recommendations.
WY	Visitor center counts are made at state information centers in Cheyenne, Jackson, and Sheridan. Gate counts are made at Yellowstone National Park, Grand Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossil Butte, Fleming George and Bighorn Canyon National Recreation areas. Also, a quarterly Travel Barometer is done for us by Dr. Clynn Phillips, University of Wyoming.	The general lack of public transportation networks.	No	
CM	On going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated.	The insufficient airlines seats between Saipan and Japan which is our major market, coupled by insufficient hotel rooms in Rota, Tinian, as well as Saipan. Insufficient airline seats to Rota also.	Yes	Since we are still in our formative stage, we are soliciting various questionnaires from research conducted by other agencies for comparison of possible use.
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines and ships to fill out. Each one is then fed into the computer and the results are given to us at the end of each month.	At the present, we have insufficient airlines service between Japan and Guam and will be in need of more hotels once more airline service is provided.	No	

PACKAGE TOURS

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish and Distribute a State Package Tour Catalog in 1981?	3. How Many Tours Are in This Catalog?	4. Did You Conduct Familiarization Tours in 1981?	5. Do You Plan to Do So in 1982?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
AL	No	Yes*	20	Yes	No	No	Yes	*Alabama travel directory for tour operators and agents. All states tour packages are not listed in this directory.
AK	Yes	Yes	N/A*	Yes	Yes	No**	No	*We have 29 operators offering multiple tours. **Not as a distinct item.
AZ	Yes	Yes	160	Yes	Yes	No	Yes	
AR	Yes	No	N/A	Yes	Yes	No	Yes	We have concentrated more on group rates than package tours. This year we have co-operted in producing information for a confidential tariff which as been published by the Council of Ozarks Governors.
CA	Yes	No	N/A	Yes	Yes	Yes	Yes	California sponsors its own International Travel Mart for foreign tour packagers and California suppliers. Other involvement in tour packaging is indirect.
CO	Yes	No	N/A	No	No	Yes	Yes	During the past two years our package tour program was abolished but it is now being reinstated.
CT	Yes	Yes	31	Yes	Yes	Yes	Yes	The Tourism Division is a member of NTBA and the ABA. We also participate with the New England Governors' Conference in an All-New England package tour program. We also publish a group tour guide to assist tour brokers and motor coach operators develop tours to Connecticut.
DE	Yes	No	N/A	Yes	Yes	Yes	No	Packaging tours has been the responsibility of the private sector with assistance and advice from the travel office.
FL	Yes	No	N/A	Yes	Yes	Yes	Yes	
GA	Yes	Yes	30	Yes	Yes	Yes	Yes	
HI	No	No	N/A	No	No	No	No	
ID	Yes	No	N/A	Yes	Yes	Yes	Yes	
IL	Yes	No	N/A	Yes	Yes	No	Yes	
IN	Yes	No	N/A	Yes	Yes	No	Yes	
IA	Yes	Yes	5	No	Yes	Yes	Yes	

PACKAGE TOURS (Continued)

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish and Distribute a State Package Tour Catalog in 1981?	3. How Many Tours Are in This Catalog?	4. Did You Conduct Familiarization Tours in 1981?	5. Do You Plan to Do So in 1982?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
KS	Yes	No*	N/A	No	Yes	Yes	Yes	*But we do publish a group tour guide.
KY	Yes	Yes	N/A*	Yes	Yes	No	Yes	*The department produced a book entitled "Group Travel Planning Guide" which we furnish to over 1,100 tour packagers.
LA	Yes	No	N/A	Yes	Yes	No	No	
ME	Yes	No	N/A	Yes	Yes	No	N/A	1980 marked the initial publication of our "Maine Guide to Tour Planning" booklet.
MD	Yes	No	N/A	Yes	Yes	Yes	Yes	
MA	Yes	No*	N/A	Yes	Yes	Yes	Yes	*We are in the process of developing a state package tour catalogue.
MI	Yes	Yes	10	Yes	Yes	Yes	Yes	
MN	Yes	Yes	150	No	Yes	Yes	Yes	The 1982 edition of Minnesota Tours doubled in size.
MS	Yes	No	N/A	Yes	Yes	Yes	Yes	
MO	Yes	No	N/A	No	Yes	Yes	No	
MT	Yes	No	N/A	Yes	Yes	Yes	Yes	Group Tour Planing Guide issued July, 1982.
NE	Yes	No	N/A	No	No	Yes	Yes	
NV	No	No	N/A	No	Yes	Yes	No	
NH	Yes	No	N/A	Yes	Yes	Yes	No	
NJ	Yes	No	N/A	No	Yes	Yes	Yes	We have been actively involved with such industry organizations as the NTBA, ABA, and the U.S. Tour Operators Association in promoting New Jersey as a travel destination.
NM	Yes	Yes	12*	Yes	Yes	Yes	Yes**	*Number of tours does not account for variation of lenght or accommodations. **Three staff people work part time on package tour development.
NY	Yes	Yes	Over 700	Yes	Yes	Yes	Yes	
NC	Yes*	No	N/A	Yes	Yes	Yes	Yes	*This is done through the private sector.

PACKAGE TOURS (Continued)

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish and Distribute a State Package Tour Catalog in 1981?	3. How Many Tours Are in This Catalog?	4. Did You Conduct Familiarization Tours in 1981?	5. Do You Plan to Do So in 1982?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
MD	Yes	No	N/A	Yes	Yes	No	Yes	Vacation Old West is a program funded by the Old West Regional Commission. Its principle mission is package tour programming.
OH	Yes	No	N/A	Yes	Yes	Limited	Yes	
OK	Yes	No	N/A	Yes	Yes	Yes	Yes	
OR	Yes	Yes	Over 100	Yes	No	Yes	Yes	We work with visitors' bureaus and trade associations in development of package travel and sales. We secured supplemental funding in May, 1982 to enhance this effort.
PA	Yes	Yes	N/A	Yes	Yes	Yes	Yes	
RI	Yes	No*	N/A	Yes	Yes	No	No	*We have prepared a sales guide for travel agents.
SC	Yes	No	N/A	Yes	Yes	Yes	Yes	
SD	Yes	Yes	None*	Yes	Yes	Yes	Yes	We have one full-time tour development coordinator with a trade show travel budget and $40,000 trade advertising budget. *Publication is a tariff.
TN	Yes	No	N/A	Yes	Yes	Yes	Yes	The department publishes and distributes the Tennessee Travel Directory and suggested 17 motorcoach itineraries for development of package tours. We also have support aides, brochure shells, slides, films and presentations available.
TX HYYS	No	No	N/A	Yes	Yes	No	No	
TX TOUR	Yes	No	N/A	Yes	Yes	Yes	Yes	
UT	Yes	Yes	200	Yes	Yes	Yes	Yes	
VT	Yes	No	N/A	No	Yes*	No	No	*Through private sector.
VA	Yes	Yes	154	No	Yes	Yes	Yes	More emphasis is placed on developing group and package tour business.
WA	Yes	No	N/A	Yes	Yes	Yes	Yes	We participated actively in a $40,000 Northwest Regional Commission Tourism Development Project designed to develop, promote and market Northwest package tours.

PACKAGE TOURS (Continued)

State	1. Is Part of Your Program Devoted to Package Tour Development?	2. Did You Publish and Distribute a State Package Tour Catalog in 1981?	3. How Many Tours Are in This Catalog?	4. Did You Conduct Familiarization Tours in 1981?	5. Do You Plan to Do So in 1982?	6. Do You Have a Budget Allocation for Development or Promotion of Package Tours?	7. Is a Member of Your Staff Assigned to Tour Packaging?	8. Additional Comments
WV	Yes	Yes	119	Yes	Yes	Yes	Yes	We are conducting mini-market places in various regions of our state. This enables the private sector to acquaint brokers and travel agents with the properties via individual booth exhibit.
WI	Yes	No	N/A	Yes	Yes	Yes	Yes	
WY	Yes	Yes	19*	Yes	Yes	Yes	Yes	Wyoming has been active in the package tour market for the past 11 years. *Number of Wyoming Tour Operators. All offer numerous tour options.
CM	Yes	No	N/A	Yes	Yes	Yes	No	Our program is in the form of cooperative advertisement with bureau members, such as hotels and tour operators.
GU	No	No	N/A	Yes	Yes	Yes	Yes	

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